



PORN WITCH

BY PUBLIC DOMAIN

Porn Witch

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PORN WITCH

The free WITCH BOOK OF SHADOWS included here details the pornographic and nude rites at the centre of the witch cult religion.

Porn is a ritual. In ancient times, porn was used by both male and female occult shrine and temple prostitutes to worship incorporeal entities (demons).

They prostituted their bodies as a form of religious sacrament and worship. In doing so they were initiating many host bodies for the incorporeal entities to use (demons).

Those incorporeal entities have been here on earth since days of old, when their forefathers, who were angels lusted after the daughters of men and came down to earth and took for themselves wives who bore a hybrid race of beings, who upon death, became the demonic entities. The women also of these fallen angels became demonic sirens.

These fallen angels taught all witchcraft and occult knowledge. They taught them MAGIC, SORCERY, INCANTATIONS, CHARMS AND SPELLS. *Charm is the power or quality of giving delight or arousing admiration. *Spell an invocation or hex, a set of words, spoken or unspoken, which are considered by its user to invoke some MAGICAL effect. Spells can be used in calling upon or summoning a demonic spirit and may employ mind altering substances AND PORN.

Porn is thus a means of summoning the demons.

Today porn has an astronomical impact on the human race. There are 12.5 videos of porn for every person on the planet. Porn is now arguably bigger than all the world religions combined.

In 2017, pornhub site alone received 28.5 billion annual visits from porn pilgrims. A total, 595,482 hours of video were uploaded to pornhub, the equivalent of 68 YEARS of porn if watched continuously and enough data to fill the storage of all of the world's iPhones!

When watching and indulging porn, one essentially enters into an altered and highly suggestible state of consciousness.

The porn triggered trance makes people wide open to demonic entities that feed off of sexual perversion causing many people to be insatiable, addicted, aggressive, depressive and indulging in all manner of wickedness.

Just like many mind altering drugs, porn causes massive addiction. Unlike drugs which many have to pay for, porn is freely available, because it is a portent weapon the illuminati use to further their evil agenda.

When porn went digital, the industry was consolidated and taken over by powerful shadow interests. Those interests are represented by a handful of giant corporations.

These corporations make their money through big data. They sell data to many corporations who take advantage of the entranced and highly suggestible porn users to advertise many things to them in billions of ad impressions a day. In this way, porn users are prostituted to make money for many illuminati corporations.

The real masters and controllers of the illuminati are demonic entities which thrive off of sexual sin and other related transgressions.

Porn is thus an evil illuminati Babylonian sex magic psyop, deployed to influence billions of people to accept and obey the illuminati agenda. It is a weapon of mass destruction, facilitating the evil agenda against mankind and creating many mind controlled slaves.

When one visits a porn site, their bodies, computer or mobile device essentially gets inhabited, tagged and tracked by demons and also by the illuminati technology.

Porn websites know so much information about users. They are essentially BIG BROTHER WATCHING YOU and they continue watching you long after you visited their site even if you did not subscribe, even if you are offline.

The last page in this publication details the one and only proven and tested way out of porn.

Please share this publication with as many as you can, this information needs to get out to the masses.

2017 Year in Review

[0 comments](#) January 9, 2018



Welcome to Pornhub's 5th annual Year in Review, the best place to discover and reflect on what we've collectively been searching for and how we've been viewing porn in 2017. After our colossal [2016](#) recap, we are back at it again, with new numbers and updated graphs, displaying how the last year's highs and lows played out on Pornhub.

Once again, we did a lot of hosting this year, catering to some 28.5 billion visitors, which turns out to be an average of 81 million people per day! With 24.7 billion searches performed on the site this year, there was clearly a lot to find, as this translates to about 50,000 searches per minute and 800 searches per second. This is also incidentally the same number of hamburgers that McDonalds sells every second, which has nothing to do with us but somehow makes the numbers easier to digest?



2017

YEAR IN REVIEW

28.5 BILLION

ANNUAL VISITS TO PORNHUB 



25 BILLION SEARCHES PERFORMED

50,000 SEARCHES PER MINUTE

800 SEARCHES PER SECOND



VIDEOS UPLOADED



HOURS OF PORN UPLOADED



68
YEARS



24,811
DAYS



595,482
HOURS

DATA TRANSFERRED

3,732 PETABYTES



10,225,205 GB PER DAY

426,050 GB PER HOUR

7,101 GB PER MINUTE

118 GB PER SECOND



THAT'S ENOUGH DATA TO
FILL THE MEMORY OF

EVERY IPHONE

CURRENTLY IN USE AROUND
THE WORLD.



Our users and content partners uploaded over 4 million videos in 2017, including 810,000 amateur videos. That's more videos than the number of people who visit the Great Wall of China each year. In total, 595,482 hours of video were uploaded, which is 68 YEARS of porn if watched continuously. To put that number into perspective, in 1949 (68 years ago) the world's first commercially available computer was released. If you somehow managed to log into Pornhub on your new Ferranti Mark 1, you would still be watching new videos from 2017 today.

While we are on the topic of mind-bending stats, a total of 3,732 Petabytes of data was streamed in 2017, which makes for 7,101 GB per minutes and 118 GB per second. That is enough data to fill the storage of all of the world's iPhones currently in use. In fact, every 5 minutes Pornhub transmits more data than the entire contents of the New York Public library's 50 million books.

Over the course of 2017 there were 120 million video votes on Pornhub of which nearly 80% were positive. That's a million votes more than we cast in the last U.S. Presidential election.

2017 also marked [Pornhub's 10th Anniversary](#), at which time we released a full decade worth of Pornhub's [top data and trends](#) here on the Insights blog.

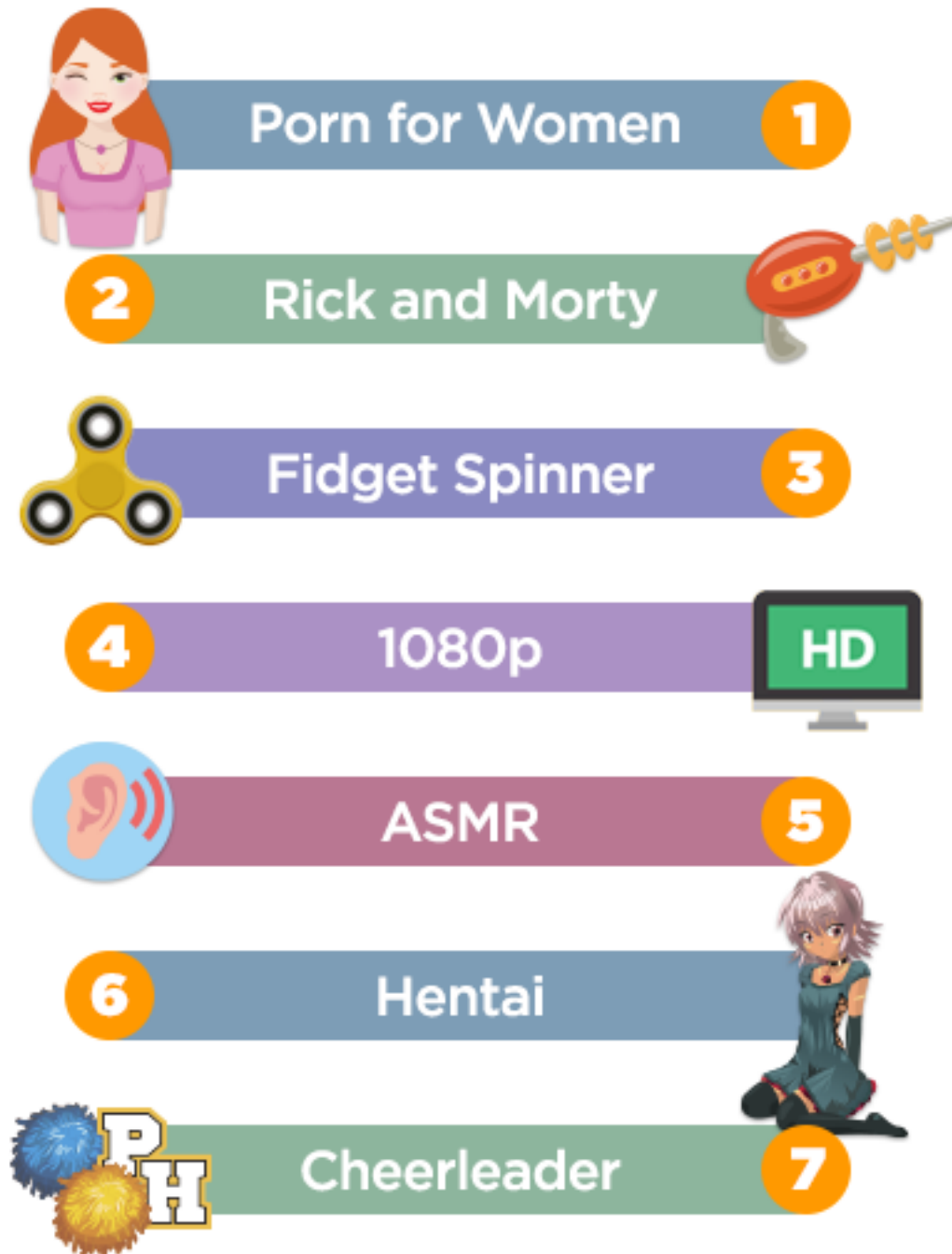
EVERYONES IN SEARCH OF SOMETHING

The numbers are showing that people are more interested than ever before in 'Porn for Women', making this the top trending search throughout the year, increasing by over 1400%. Regardless of how you define porn for women, it feels good to be spreading...the good word.

“2017 seems to have been the year where women have come forward to express their desires more openly” notes [Dr. Laurie Betito](#), sex therapist and director of the [Pornhub Sexual Wellness Center](#). “From the “Me too” movement to prominent females the likes of Hillary Clinton and Nikki Haley on the world stage, women are feeling more empowered and they have found their voice. This is a sign of things to come.”

Rick and Morty porn parodies also blasted off this year, and the passing fascination with [Fidget Spinners](#) caused a big spike in porn searches (and some very creative amateur videos). Lots of people discovered [ASMR](#) (Autonomous Sensory Meridian Response) porn this year, too and liked what they heard. We also saw major increases in the popularity of [Hentai](#) (nsfw) around the world, and fans of cheerleaders caused a massive boost in these searches as well.

The Searches that Defined 2017

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

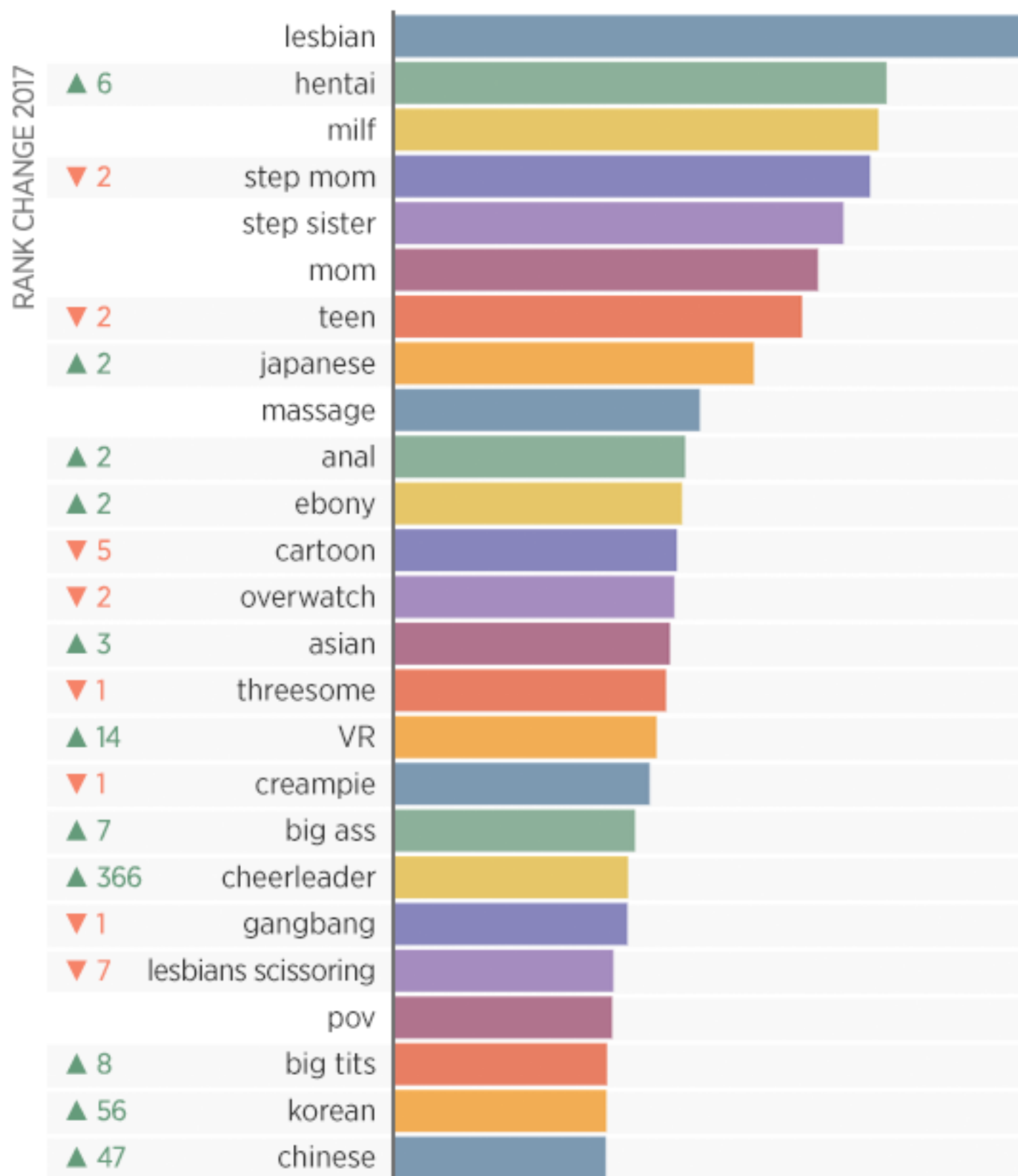
Once again, the numbers show that searches for women enjoying other women top the charts, with 2017 being the third year in a row that 'lesbian' was the number one searched term worldwide.

That's not much of a surprise, says Dr. Laurie. "Lesbians have been the #1 fantasy of men since the beginning of time. For the men that aren't likely to ever have a threesome with lesbians, this is an ideal way for them to live out their fantasy. We can't ignore women viewers though; for women that have a soft fantasy or curiosity, lesbian porn allows them to explore that part of their sexuality without risk. Of course, for bi or lesbian women, this

category is an obvious choice.”



Most Searched for Terms of 2017



PORNHUB.COM/INSIGHTS

‘Hentai’, which has been said to have an even more abundant history than porn itself, was the second most searched term for 2017. This is a very old practice of drawing sexually explicit acts in order to ‘aid’ the process of masturbation. It has been slowly making its way up the searches list every

year and made a significant, 6 term leaps to hold second place this year. If somehow you are unfamiliar with Hentai, (which our numbers show is highly unlikely) the sum up is that it's 'a subgenre of the Japanese genres of manga and anime, containing overtly sexualized characters and sexually explicit images', and yes, you always see the plot cumming.

According to Dr. Laurie, "The world is moving at a pace the likes we have never seen before and as such, stress levels have gone way up. Hentai is a way for people to disconnect from reality and delve into the world of total fantasy, forgetting about all the stresses that real life brings. Good, bad or indifferent, Hentai is an escape, not much different than seeing a sci-fi movie at a local theater for a couple of hours of mindless distraction."

It is also worth mentioning that [Virtual Reality Porn](#) continues to gain in popularity, moving up 14 spots on the list from 2016. Cheerleaders came back with a bang, moving up 366 slots and into our top 20 searches of the year.

"What male has never had a fantasy involving cheerleaders, a teacher or a female auto mechanic? Virtual reality porn allows them to indulge their fantasies in a risk free and non-threatening manner" says Dr. Laurie.



Top Trending Search Terms of 2017



PORNHUB.COM/INSIGHTS

PRODUCERS

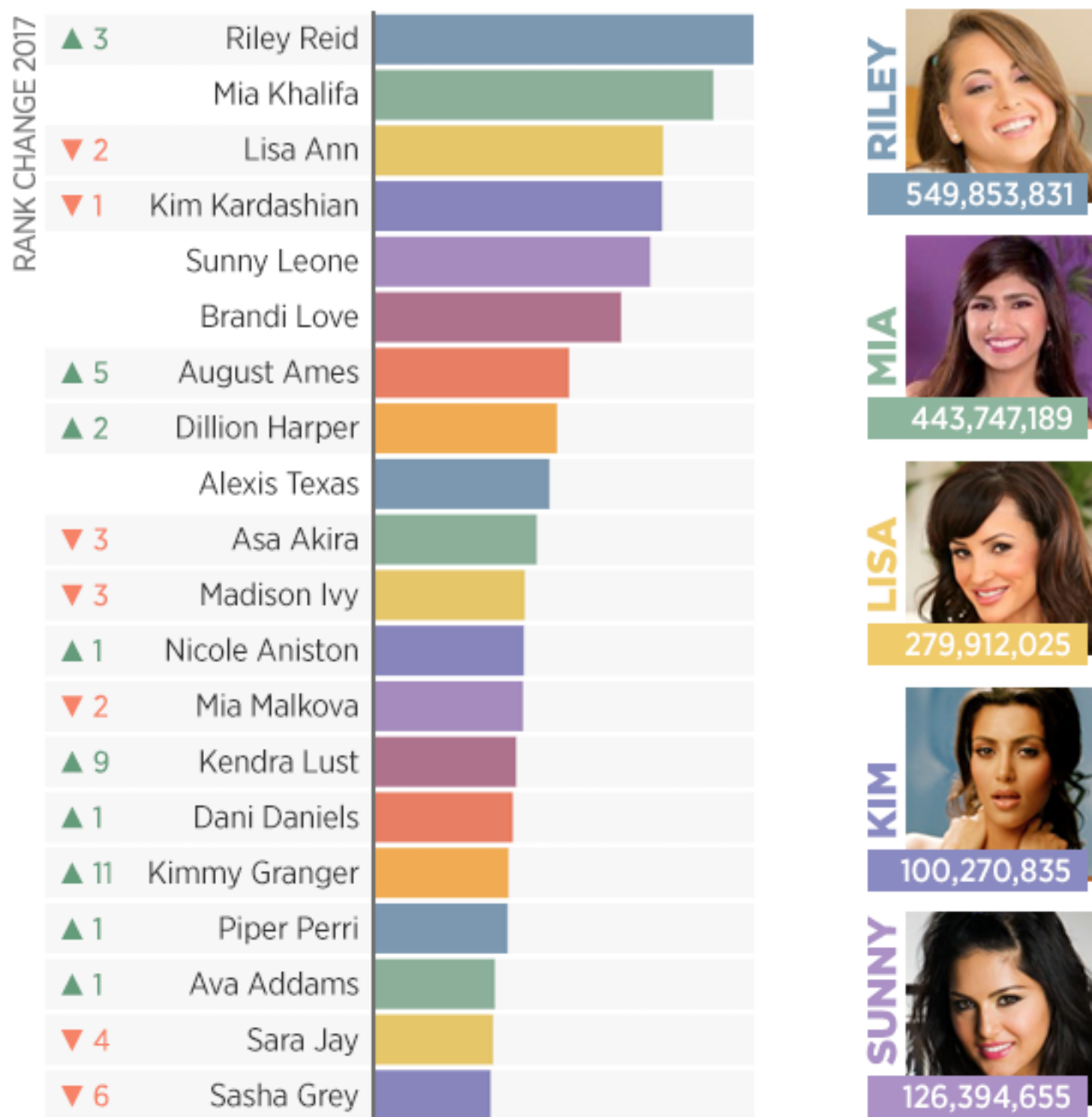
Coming in at number one on our list this year is everyone's favorite girl next door – [Riley Reid](#) (nsfw). Not only was she the most searched for pornstar, but Riley's videos racked up over half a billion views in 2017. Next up we have, [Mia Khalifa](#) (nsfw) as the second most searched pornstar for 2017! Famously known as 'The Hijab Pornstar' she has held onto her

number two spot, just ahead of perennial favorite [Lisa Ann](#) (nsfw).



Most Searched for Pornstars

Video Views
in 2017



PORNHUB.COM/INSIGHTS

Crossover stars Lisa Ann and [Kim Kardashian](#) (nsfw) are constantly making the top of the charts, coming in third and fourth place respectively in the most searched for Pornstar ranking. Lisa Ann has been an actor, producer and director of award-winning adult movies for years. Kim K is not leaving the most searched list any time soon, and has held down her ranking for the past four years.

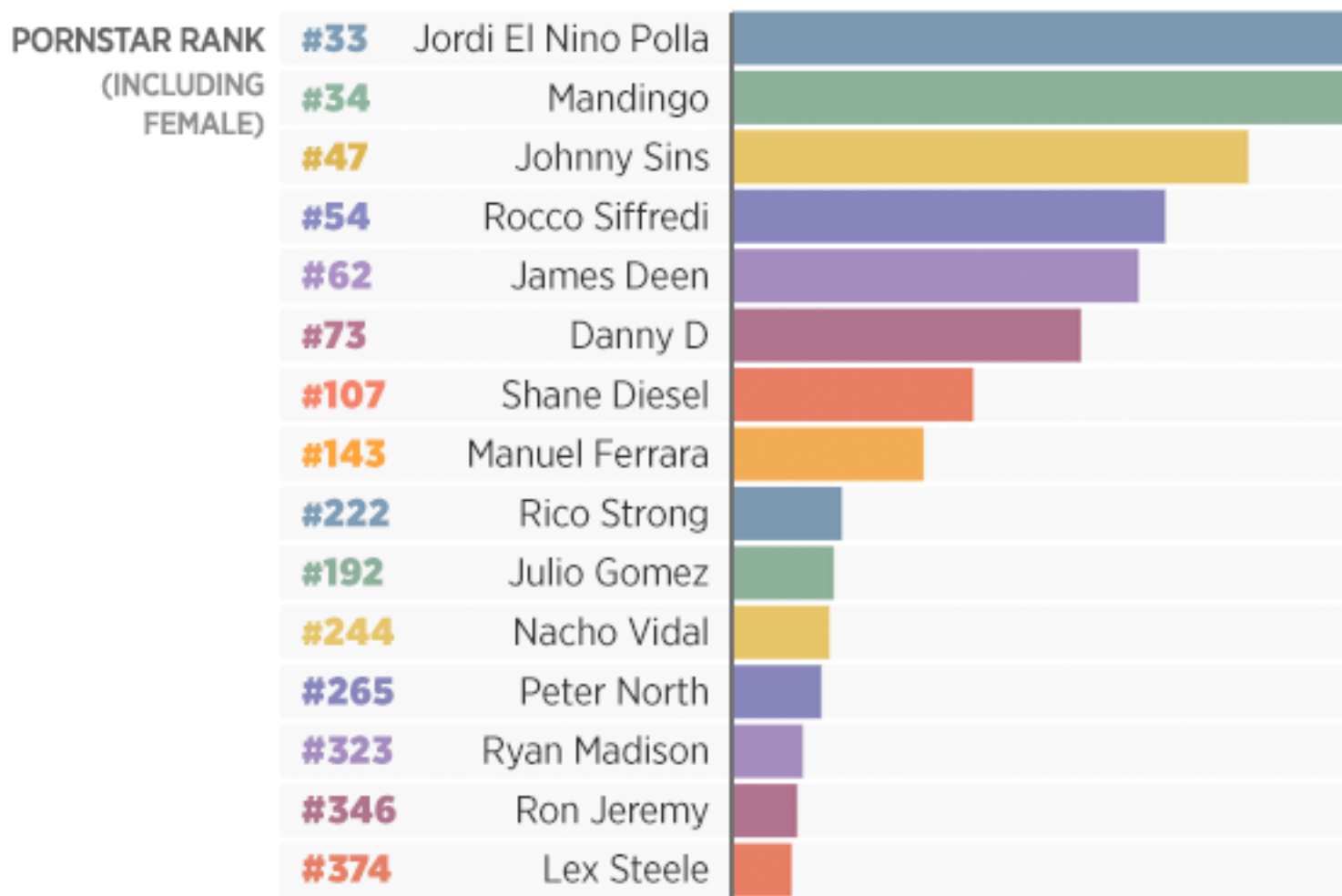
[Sunny Leone](#) (nsfw) aka ‘The Bollywood pornstar’ maintained her position in the top 5 for the 3rd year in a row. Known for her ultra-hot lesbian scenes, more than 126 million videos featuring Sunny were viewed over the course of the year.

MALE PORNSTARS

[Jordi El Nino Polla](#) (nsfw) started his career in Spain at the age of 20 and just one year later was voted the Best Male Newcomer in the 2016 AVN awards. After joining as an exclusive performer for Brazzers, he continued his rise in popularity to become Pornhub’s most searched for male pornstar of 2017.

Second places goes to [Mandingo](#) (nsfw), followed by [Rocco Siffredi](#) (nsfw). Compared to newcomer Jordi El Nino, Mandingo and Rocco are industry legends who along with performing have taken to directing and producing some of today’s hottest porn videos.

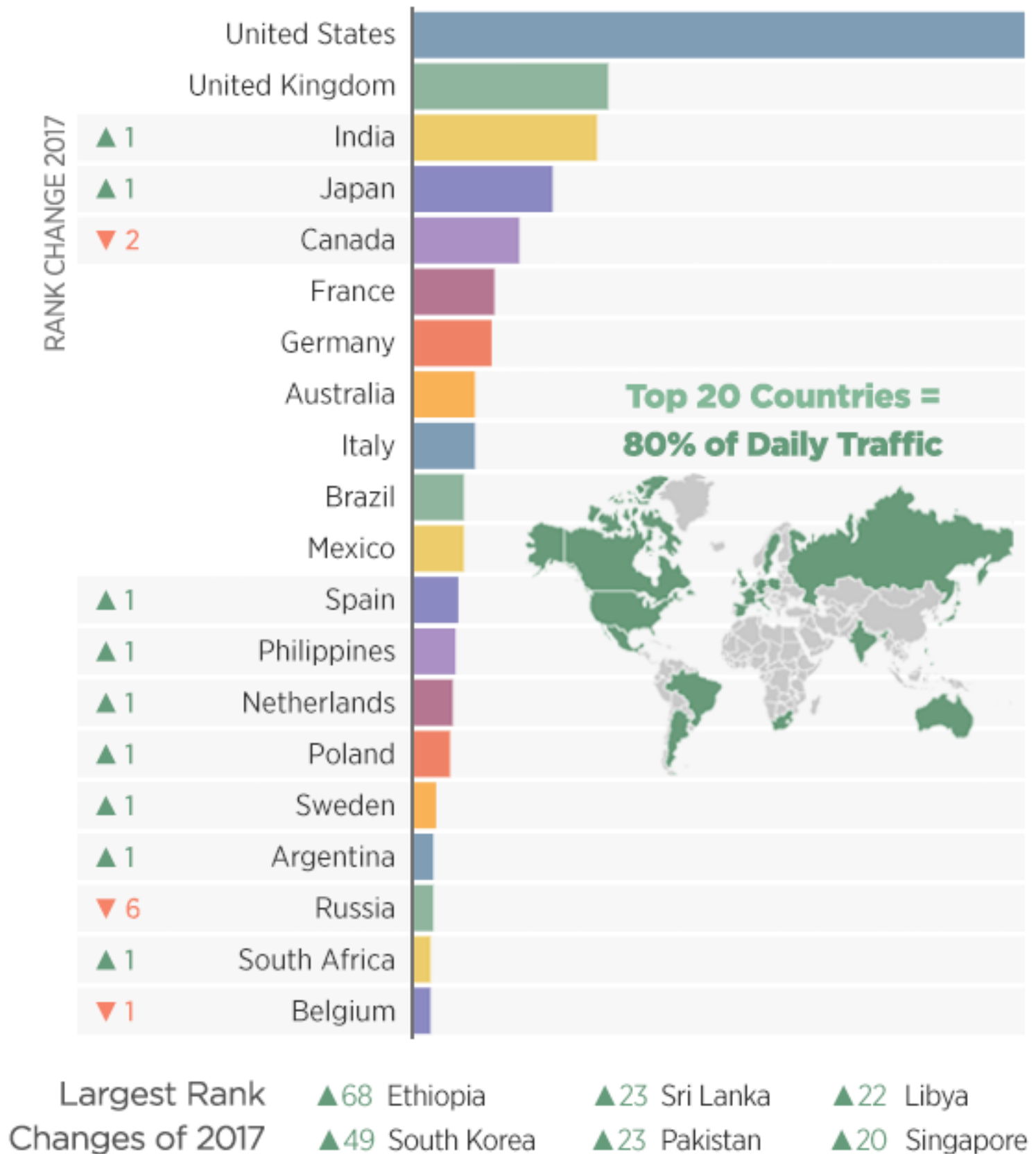
Most Searched for Male Pornstars

[PORNHUB.COM/INSIGHTS](https://pornhub.com/insights)

TOP 20 COUNTRIES BY TRAFFIC

This year, the USA continues to be Pornhub's country with the highest traffic by a long shot. However, there has been some serious movement since 2016. While the U.K. holds onto the number 2 spot, India has claimed 3rd and Japan, the world's leaders in innovation (and creators of Hentai, thank you very much Japan) are have climbed up to 4th.

Top 20 Countries by Traffic



TIMING IS EVERYTHING

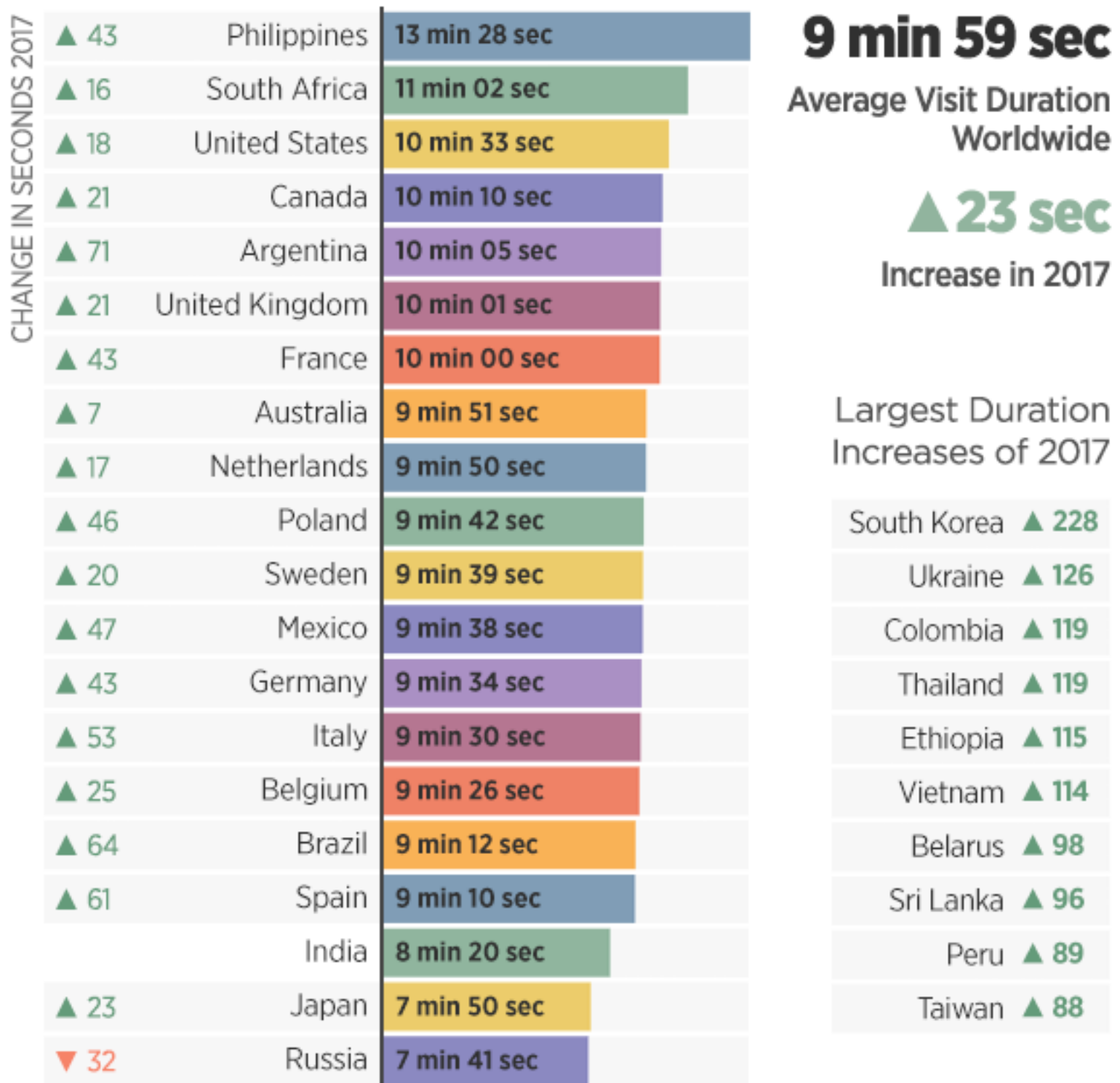
Once again! We have figured out how to last just a little bit longer this year. Since 2016, the average time spent per visit increased by 23 seconds, making our average duration on the site 9 minutes and 59 seconds. The

Philippines continues its streak for the most time spent per visit, with sessions on Pornhub there lasting an average of 13 minutes and 28 seconds.

Visitors from some countries tend to come and go a lot faster, like Poland at 9 minutes and 42 seconds, or Germany at 9 minutes and 34 seconds. South Africa, is taking several moments to themselves at an average of 11 minutes and 02 seconds being spent on the site per visit, coming in second place. The USA is hanging in third place with sessions there typically lasting just over 10 and half minutes, with northern neighbor Canada lasting a little less long at an average of with 10 minutes and 10 seconds.

Other countries that are putting in more time on Pornhub than last year, include South Korea (up by 228 seconds) the Ukraine (up by 126 seconds) and Colombia (up by 199 seconds).

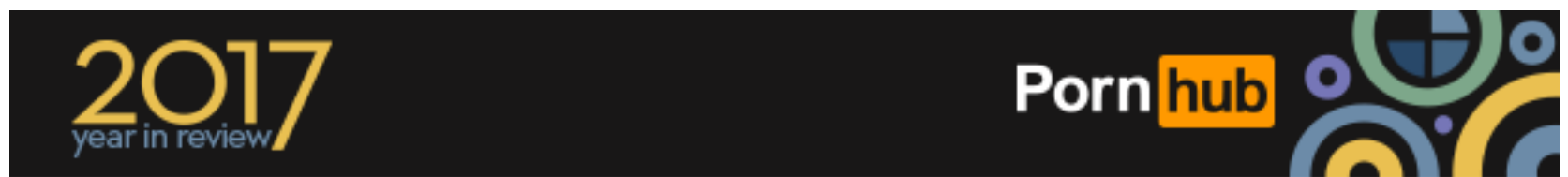
Time Spent Per Visit



PORNHUB.COM/INSIGHTS

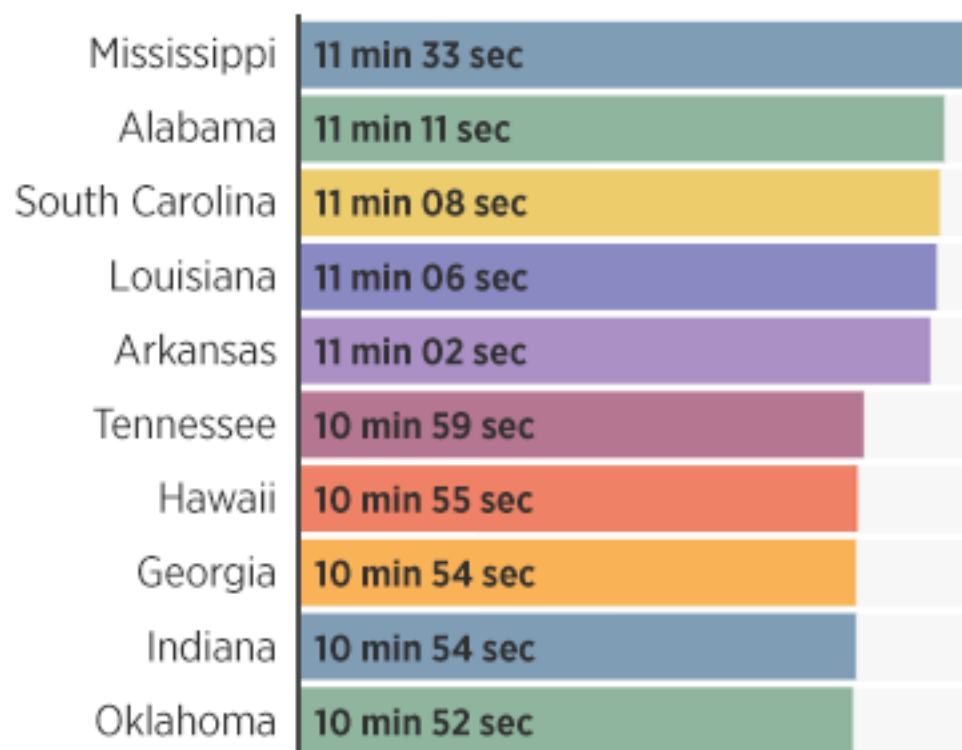
In the United States, the average visit time on Pornhub increased by 18 seconds over the last year, to 10 minutes and 33 seconds. Everyone has managed to stay 'on' for longer, and in almost the exact same order as last year...staying true to the southern states saunter. Mississippi is taking after their very own Mandigo, and is lasting the longest (once again) with sessions there lasting an average 11 minutes and 33 seconds. However, South Carolina has taken third place from Louisiana's with 11 minutes and 8 seconds. Vermont (up 37 seconds) and Virginia (up 30 seconds) have

made the largest increases at state level for average time on site for 2017. There are still several states that come and go a lot faster, with Kansas spending the least amount of time on the site when they visit Pornhub, at 9 minutes and 5 seconds.



Time Spent Per Visit - United States

States That Last the Longest



10 min 33 sec

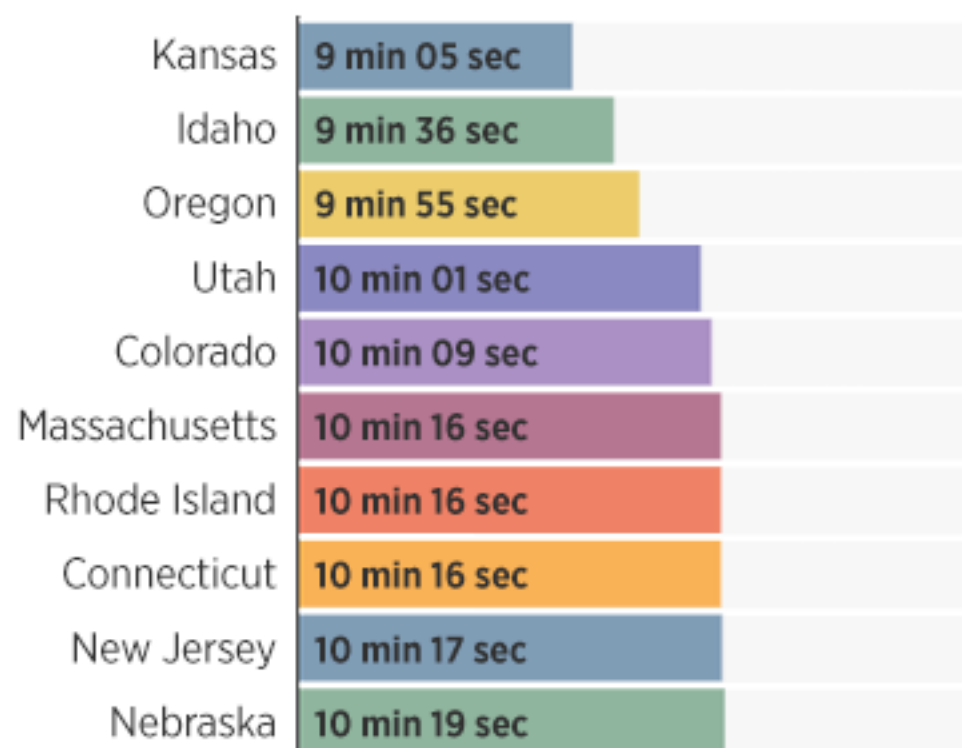
Average Visit Duration
in the United States

▲ 18 sec

Increase in 2017

Largest Duration
Increases of 2017

States That Last the Shortest



Vermont ▲37

Virginia ▲30

Oregon ▲28

Indiana ▲27

Kentucky ▲27

New Hampshire ▲27

Pennsylvania ▲27

Maine ▲27

Alaska ▲26

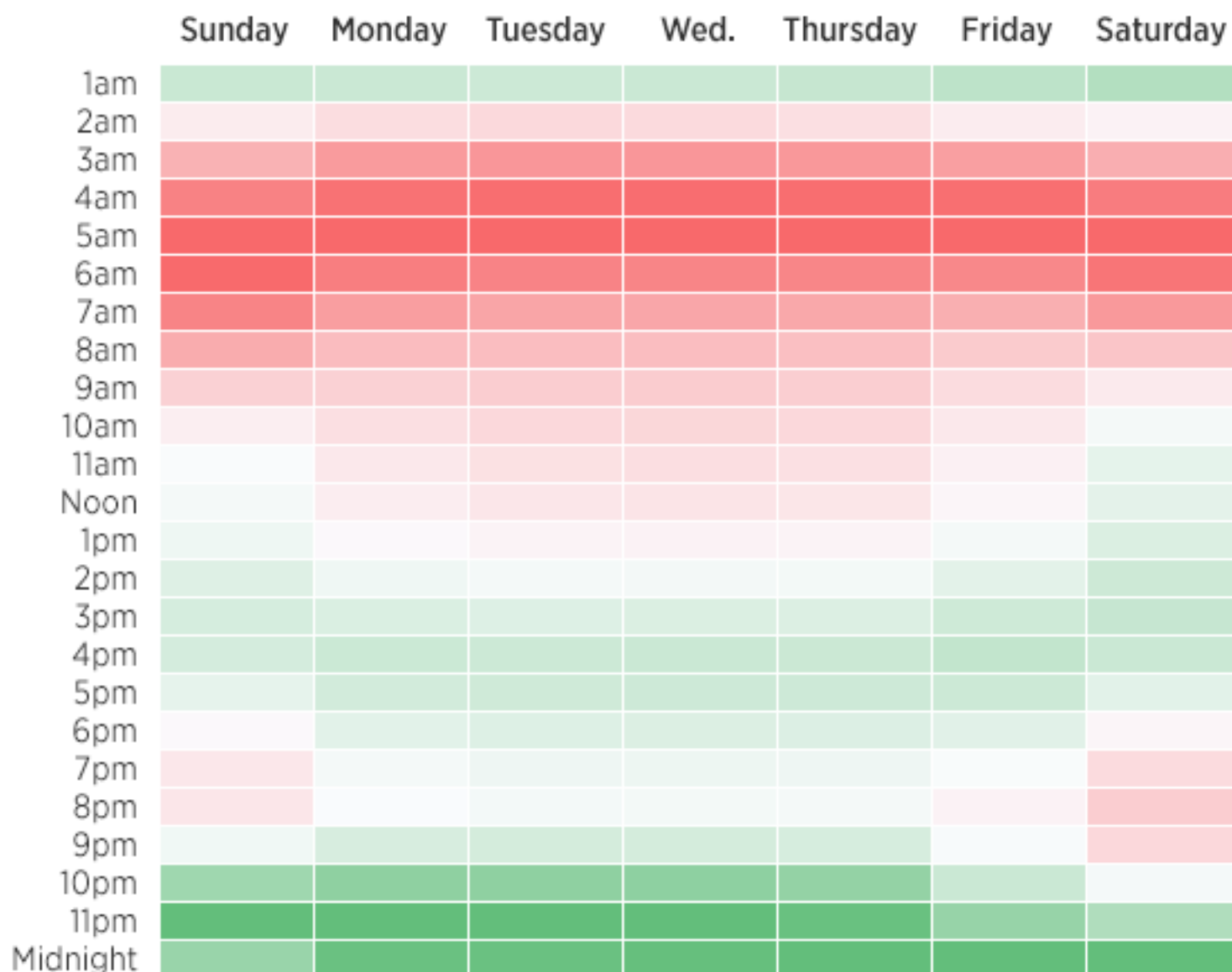
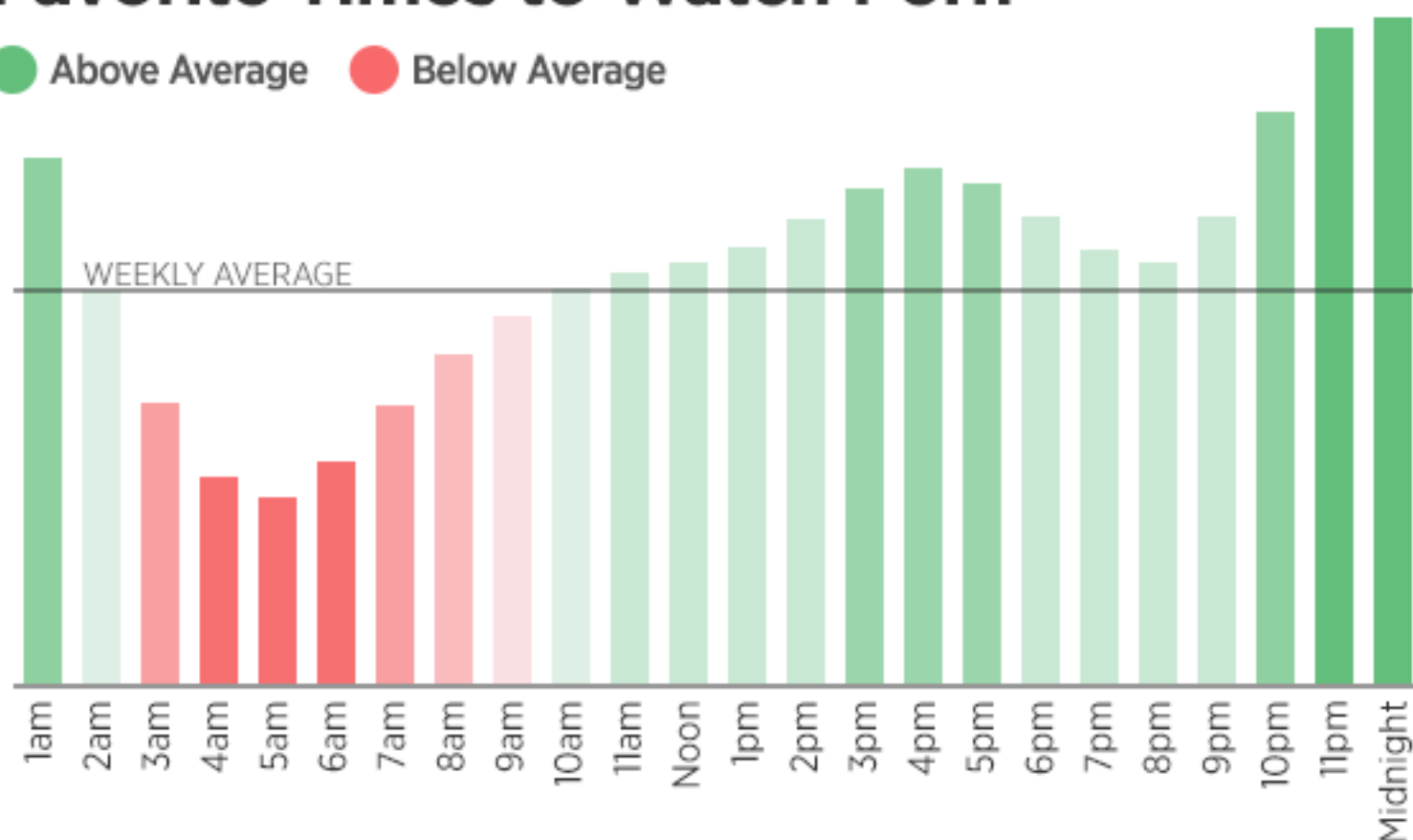
Minnesota ▲26

Wisconsin ▲25

We expanded our search to see what time of day and which day of the week Pornhub users around the world are most likely to get busy. People tend to be pretty regular with the porn viewing habits, so hourly traffic rates to Pornhub haven't changed much in the last year. There is generally a lull in traffic between 2am and 9am, when people are either sleeping or heading out to start their day. On most days, and in most parts of the world, traffic reaches its highest level from 10pm to midnight. Pornhub sees the highest volume of traffic on Sundays and lowest on Fridays.

Favorite Times to Watch Porn

● Above Average ● Below Average



Most Popular Day: **SUNDAY**

Least Popular Day: **FRIDAY**

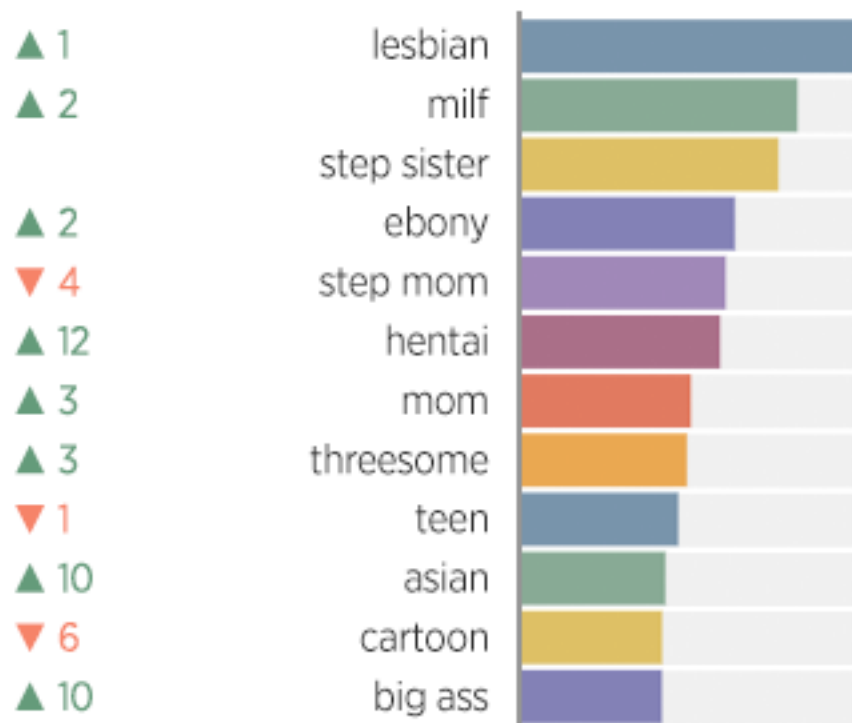
UNITED STATES

2017 showed us that if there's one thing Americans can all agree on, it's their love for Fidget Spinners; and so naturally the gadget has made its way to the top trending searches. Because the fidget spinner has been said to "bring out that creative genius lying deep within you" it makes sense that so many people would be seeking them out via their adult entertainment, right? Searches for 'Three girls one guy', have also notably increased by 257% and triple confirms that the more women, the better (forever). Across the U.S., hentai has moved up 12 spots to become the 6th most popular search of 2017.



UNITED STATES

Top Searches of 2017



Top Trending Searches

fidget spinner	► NEW
cheerleader	▲ 327%
3 girls 1 guy	▲ 257%
double penetration	▲ 198%
naked girls twerking	▲ 190%
femdom	▲ 152%
trans	▲ 124%

Top 5 Pornstars

- 1 riley reid
- 2 kim kardashian
- 3 mia khalifa
- 4 lisa ann
- 5 brandi love

Top 5 Categories

- 1 Lesbian
- 2 Ebony
- 3 MILF
- 4 Big Dick
- 5 Hentai

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 58% Ebony
- 2 ▲ 57% Latina
- 3 ▲ 35% Ass
- 4 ▲ 29% Interracial
- 5 ▲ 22% BBW

PORNHUB.COM/INSIGHTS

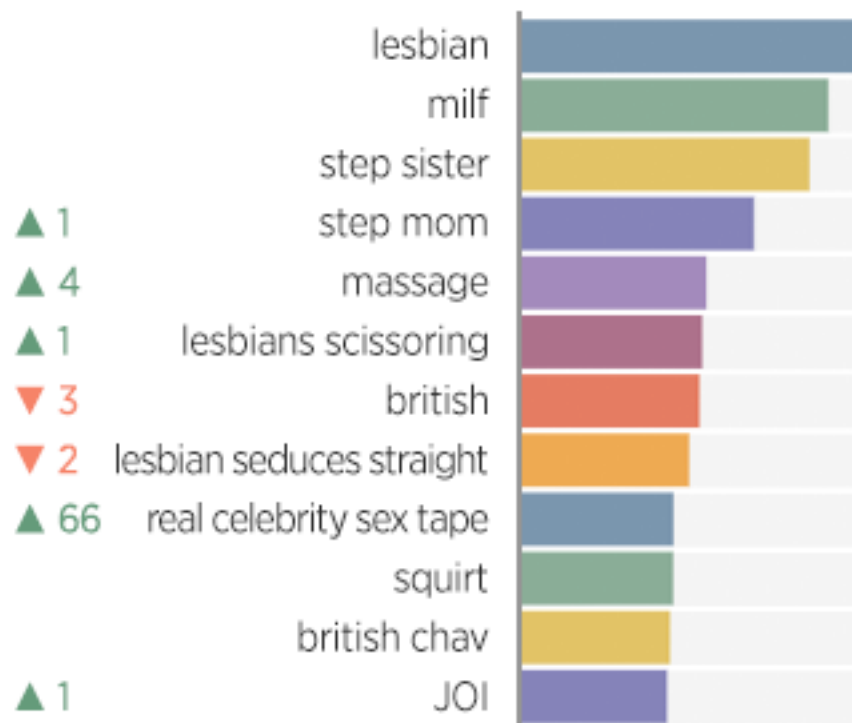
UNITED KINGDOM

The United Kingdom knows that when it comes to the finer things in life like wine and porn, age is a good thing – as made evident by the fact that there is a 43% increase in views in the ‘Mature’ category there. The Brits also seem to enjoy life on the wild side with searches ‘British amateur dogging’, (slang for public sex) up by 221%. AND just to be clear, everyone is looking up fidget spinners... though if our traffic numbers are any indication it would make sense that people are always looking for something to do with their hands.



UNITED KINGDOM

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 lisa ann
- 4 riley reid
- 5 brandi love

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Mature
- 4 Anal
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 43% Mature
- 2 ▲ 32% Lesbian
- 3 ▲ 28% Bondage
- 4 ▲ 22% MILF
- 5 ▲ 19% Celebrity

PORNHUB.COM/INSIGHTS

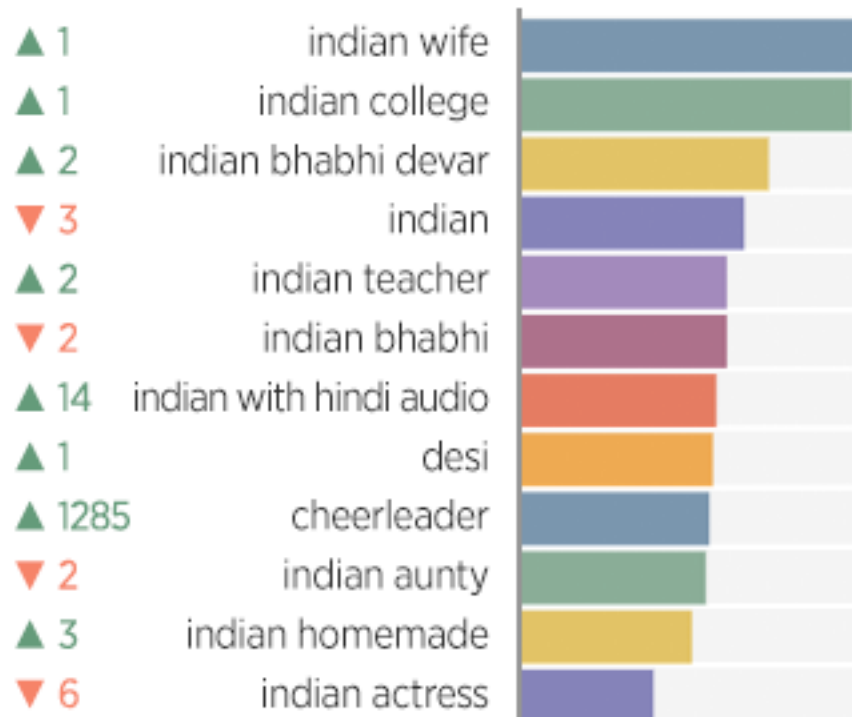
INDIA

Over in India, Sunny Leone remains the most searched pornstar for the third year in a row! The correlation is debatable, but the 'Celebrity' category is also viewed 97% more than the rest of the world in India... so it makes sense that searches for celebrity sex videos are also on rise, by 160% there. The 'Arab' category is also viewed 165% more in India than elsewhere on the planet. Notable trending searches here include 'hd hindi' video, up 1822% and 'indian hd' sex up 1273%.



INDIA

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 sunny leone
- 2 mia khalifa
- 3 katrina kaif
- 4 kim kardashian
- 5 dani daniels

Top 5 Categories

- 1 MILF
- 2 Big Dick
- 3 Lesbian
- 4 Babe
- 5 Threesome

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 165% Arab
- 2 ▲ 101% College
- 3 ▲ 97% Celebrity
- 4 ▲ 92% Rough Sex
- 5 ▲ 49% Babe

PORNHUB.COM/INSIGHTS

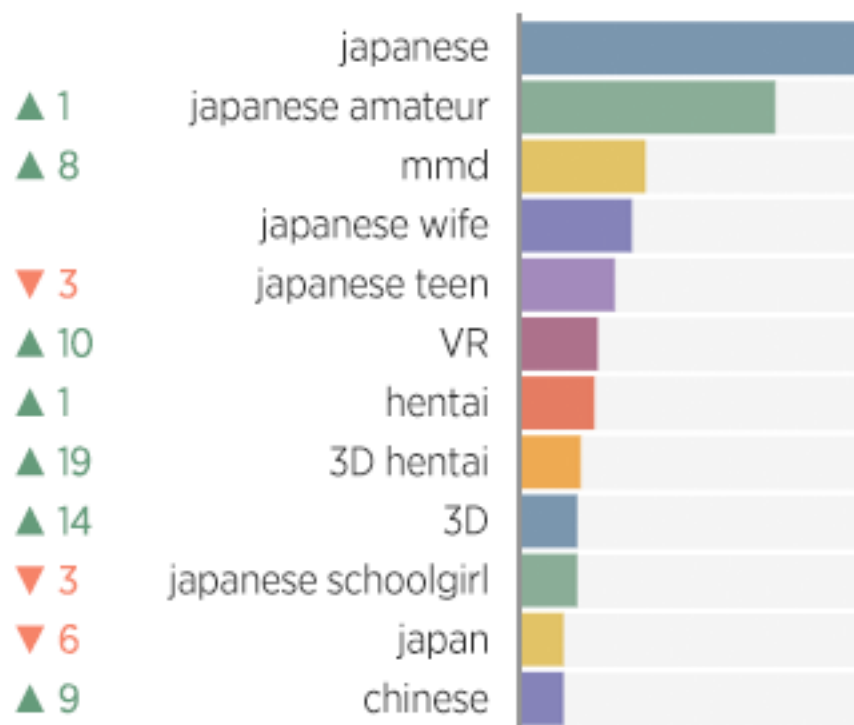
JAPAN

Japan seems to agree with Asa Akira's words of wisdom from a recent Instagram caption of hers, which states, that if you are in the shower and he doesn't pee on you, he's just not that into you. Residents of Asa's ancestral land view videos in the 'pissing' 188% more compared to the rest of the world. Views in the hentai category are also 338% higher here, which makes sense as we already discussed these erotic animations originate from Japan. Japan's love for technology shows through in 2017 with searches for both VR and 3D making some serious gains.

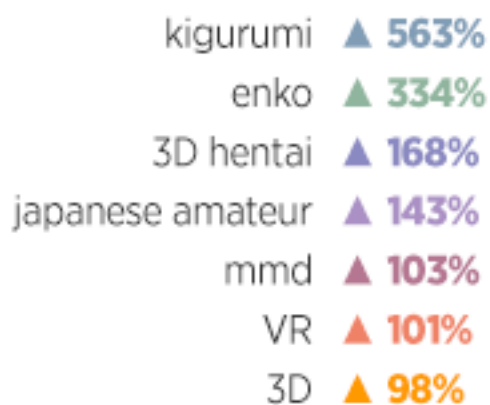


JAPAN

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 ai uehara
- 2 yui hatano
- 3 yuma asami
- 4 kim kardashian
- 5 kirara asuka

Top 5 Categories

- 1 Hentai
- 2 Creampie
- 3 MILF
- 4 Babe
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 338% Hentai
- 2 ▲ 198% Pissing
- 3 ▲ 192% Small Tits
- 4 ▲ 163% Cosplay
- 5 ▲ 82% Creampie

PORNHUB.COM/INSIGHTS

CANADA

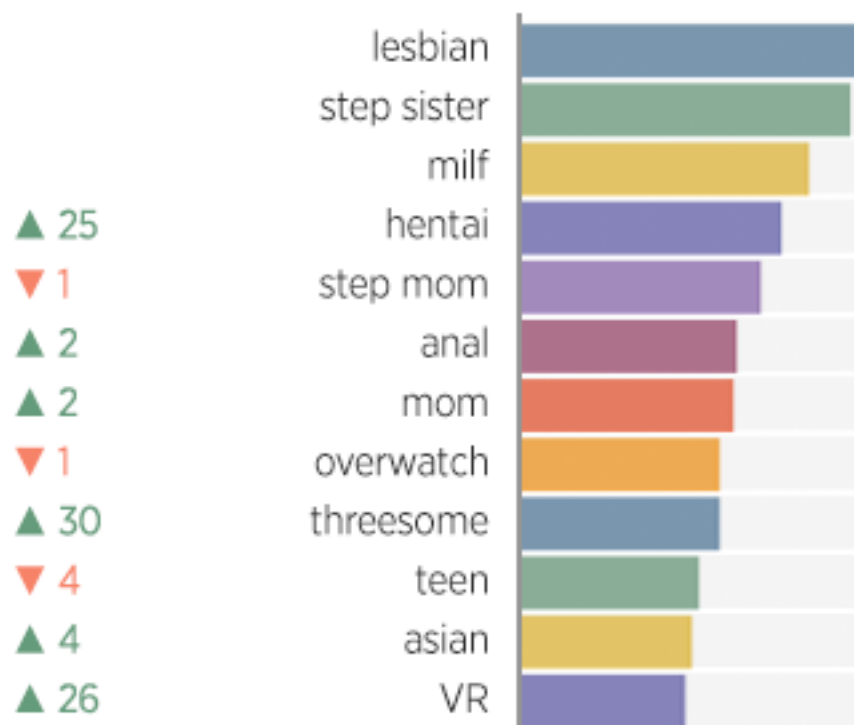
Canada is staying true to being incredibly, stereotypically Canadian, in the way that there was a 662% increase in searches for 'francaise' porn (which as you already guessed, is more popular in countries that have large French populations). Threesome porn was also trendy in Canada with searches for this type of porn up by 91% proving that three will never be a crowd.

Unapologetically (sorry not sorry), Canadians are proportionately 14% more likely to view the lesbian category when compared to other countries, and 10% more likely to search the 'female friendly' category.

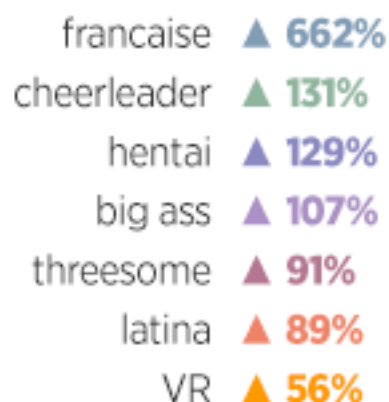


CANADA

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 riley reid
- 4 brandi love
- 5 lisa ann

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Anal
- 4 Threesome
- 5 Hentai

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 58% Asian
- 2 ▲ 35% Threesome
- 3 ▲ 15% Bondage
- 4 ▲ 14% Lesbian
- 5 ▲ 10% Female Friendly

PORNHUB.COM/INSIGHTS

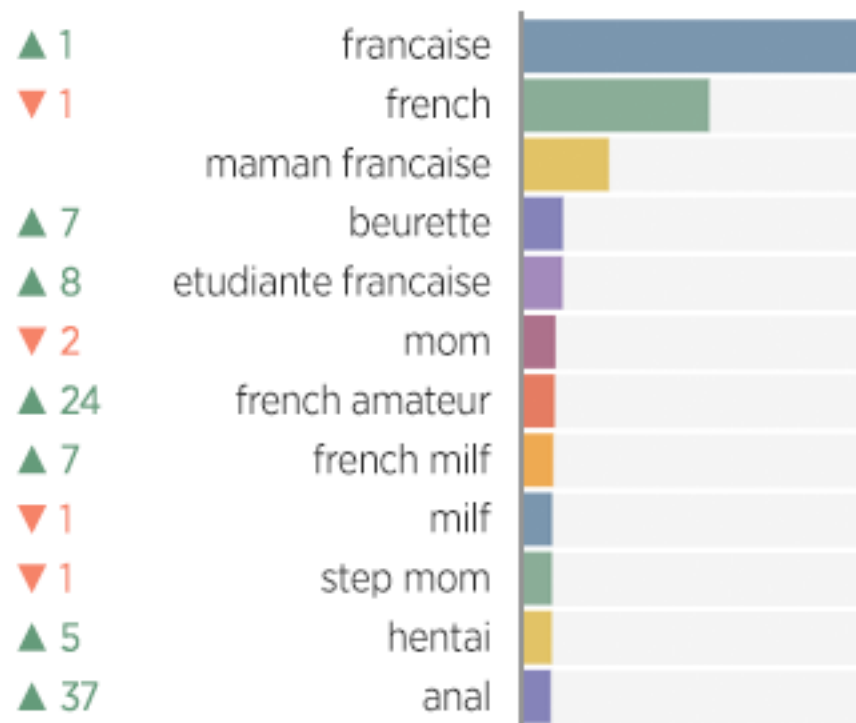
FRANCE

[France](#) is a bit more anal than everyone else is this year, with the category being 42% more viewed here than elsewhere in the world, in fact. The number one search category for France also happened to be, you guessed it, “Anal”. But, the top trending searches here consisted of ‘mature francaise’ up by 477% and ‘French cougar’ up by 307% and sneaking in the back door, ‘anal’ with an increase of 97%. Born in France, [Clara Morgane](#) (nsfw) and [Vic Alouqua](#) (nsfw) are the 3rd and 4th most searched pornstars in their home country.

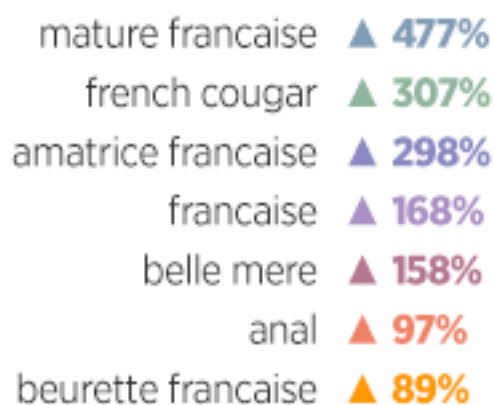


FRANCE

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 clara morgane
- 4 vic alouqua
- 5 katsuni

Top 5 Categories

- 1 Anal
- 2 Lesbian
- 3 Mature
- 4 Ebony
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 71% Arab
- 2 ▲ 42% Anal
- 3 ▲ 40% Orgy
- 4 ▲ 37% Babe
- 5 ▲ 36% Mature

PORNHUB.COM/INSIGHTS

GERMANY

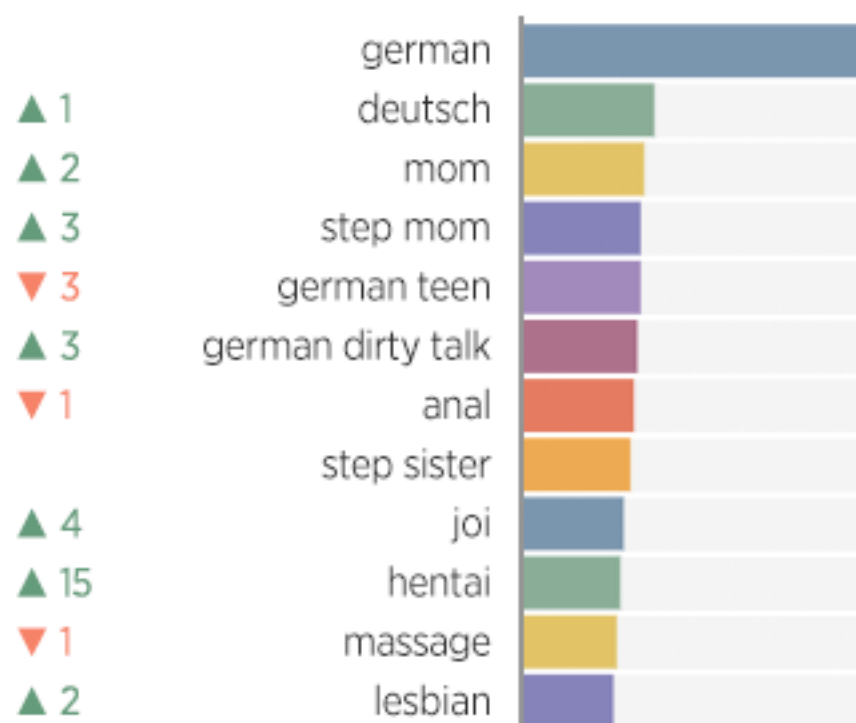
In Germany, Riley Reid only ranks 5th, meaning the top 4 pornstars appear to be a fresh roster of German talent including [Lucy Cat](#) (nsfw) and [Lexy Roxx](#) (nsfw). This doesn't seem odd because they always seem to be doing their own thing, it's whatever gets you going... and for Germany that might be Germans which is why 'deutsch' jumped up one spot on the top searches list. The country is however, entering some new territory with the 'Fetish' category being viewed here 129% more than elsewhere in the world – same with the 'pissing' category at 127% (this may

not be a coincidence). ‘Hentai’ made the largest leap up 15 spots from last year, making a significant move towards the country’s top searches.

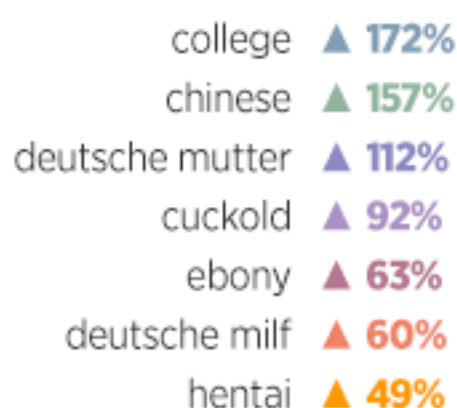


GERMANY

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 lucy cat
- 2 katja krasavice
- 3 lexy roxx
- 4 aische pervers
- 5 riley reid

Top 5 Categories

- 1 Anal
- 2 Big Tits
- 3 Mature
- 4 MILF
- 5 Lesbian

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 129% Fetish
- 2 ▲ 127% Pissing
- 3 ▲ 97% Bondage
- 4 ▲ 66% Cumshots
- 5 ▲ 44% Anal

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

AUSTRALIA

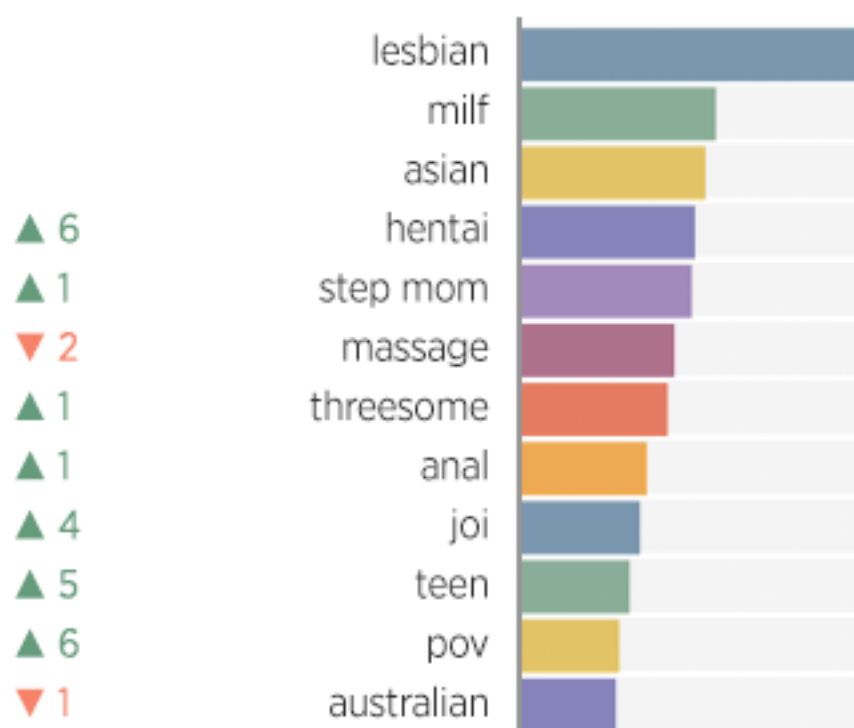
Australia proves their love for their vast interior desert wilderness, also known as the Outback, with the Outdoor category being 24% more popular there than in other countries. With such beautiful surroundings, the increase of ‘snapchat’ searches by 125% from last year shouldn’t come as a surprise. ‘Threesome’ is up by one and ‘massage’ has seemingly lost its

touch, making a drop of 2 spots on the top searches chart.

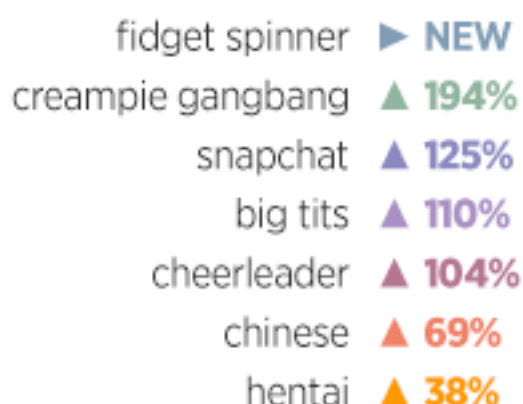


AUSTRALIA

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 riley reid
- 4 brandi love
- 5 amanda cerny

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Threesome
- 4 Hentai
- 5 Anal

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 86% Asian
- 2 ▲ 26% Lesbian
- 3 ▲ 24% Outdoor
- 4 ▲ 21% Threesome
- 5 ▲ 19% Gangbang

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

ITALY

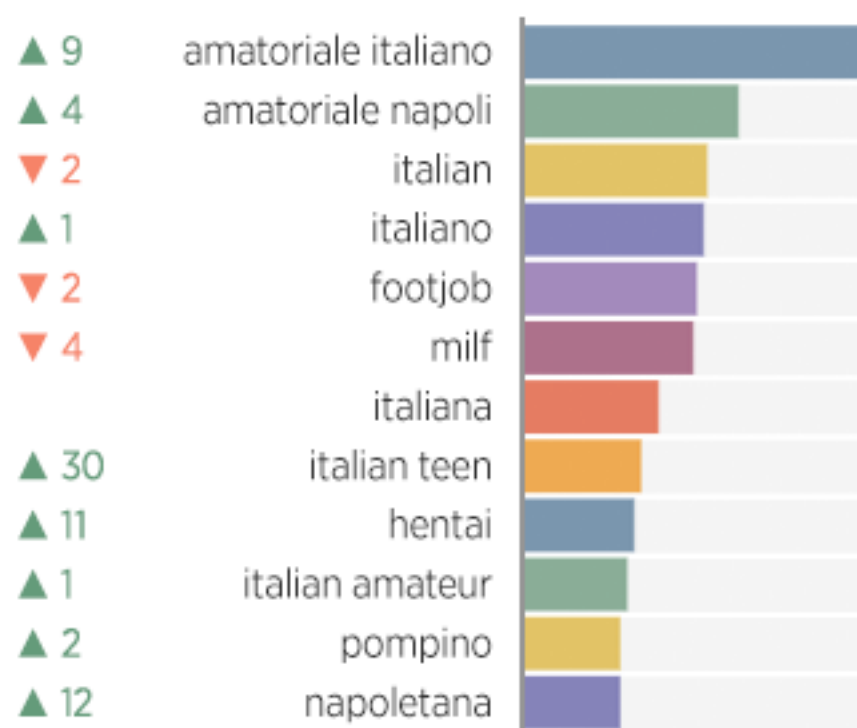
Italy not surprisingly, loves Rocco Siffredi. A lot. Making him their number one Pornstar in 2017. Italy, also happens to be a country that is excited about giving a hand and getting the job done with the Handjob category getting 90% more views in Italy than any other country. 'Footjob' however, dropped by 2 spots on the top searches chart, all body parts will remain employed. The 'Transgender' category has also continued to grow in

popularity around the world, though Italians view it 41% more than elsewhere. 'Amatoriale Italiano' meaning 'Italian amateur' gained by 216% along with 'amatoriale italiana' also meaning... 'Italian amateur' gained by 143%.

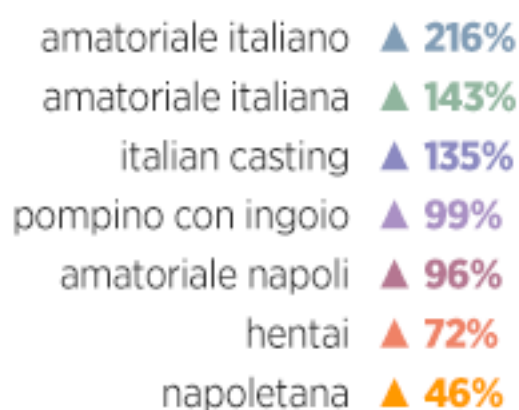


ITALY

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 rocco siffredi
- 2 sara tommasi
- 3 valentina nappi
- 4 belen rodriguez
- 5 diletta leotta

Top 5 Categories

- 1 Italian
- 2 MILF
- 3 Mature
- 4 Lesbian
- 5 Anal

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 90% Handjob
- 2 ▲ 67% Mature
- 3 ▲ 49% MILF
- 4 ▲ 41% Transgender
- 5 ▲ 24% Amateur

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

BRAZIL

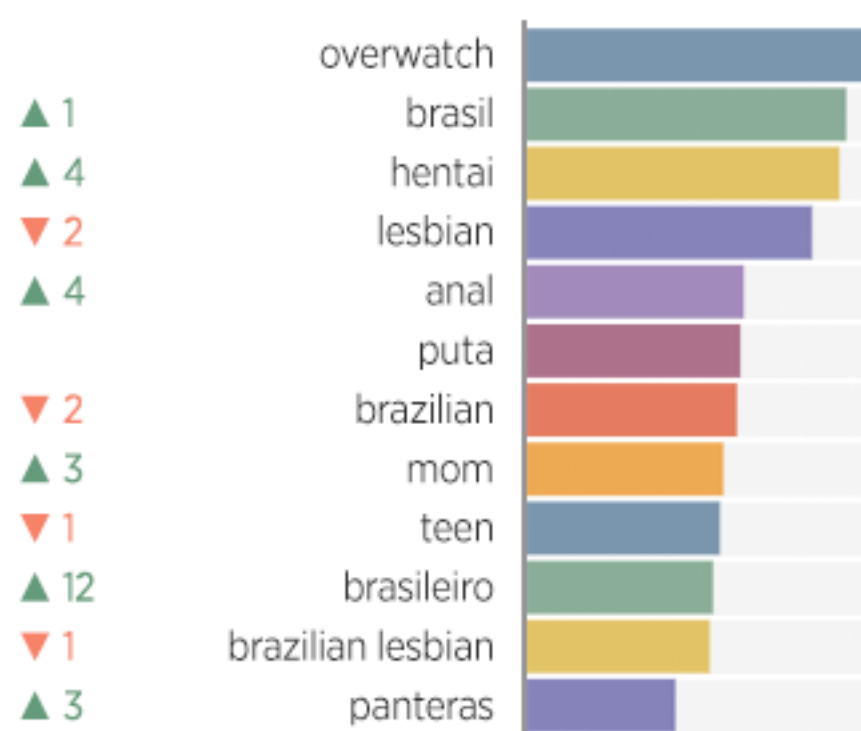
Over in Brazil the 'Bisexual' category is viewed 46% more than in other countries. Searches for 'Bisexual brasileiro' meaning 'bisexual brazilian' also jumped up by 280% compared to last year. 'Brasileiro' jumped 12

spots in the top searches for the year, and somehow ‘brazilian’ took 2 steps back. ‘Overwatch’ the very popular video game that also dominated our 2016 year in review is still standing as the top search for 2017 in Brazil. The rise in popularity of ‘overwatch hentai’ is shown by the 842% increase, ‘hentai’ on its own claimed third place in the top five categories, and increased by 4 spots on the top searches.



BRAZIL

Top Searches of 2017



Top Trending Searches

overwatch hentai	▲ 842%
anime hentai	▲ 321%
bisexual brasileiro	▲ 280%
asmr	▲ 221%
brasileiro	▲ 95%
hentai	▲ 48%
VR	▲ 24%

Top 5 Pornstars

- 1 kid bengala
- 2 alexis texas
- 3 mia khalifa
- 4 julia paes
- 5 vivi fernandez

Top 5 Categories

- 1 Lesbian
- 2 Anal
- 3 Hentai
- 4 Transgender
- 5 Threesome

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 84% Transgender
- 2 ▲ 76% Cosplay
- 3 ▲ 49% Anal
- 4 ▲ 46% Bisexual
- 5 ▲ 32% Cartoon

PORNHUB.COM/INSIGHTS

MEXICO

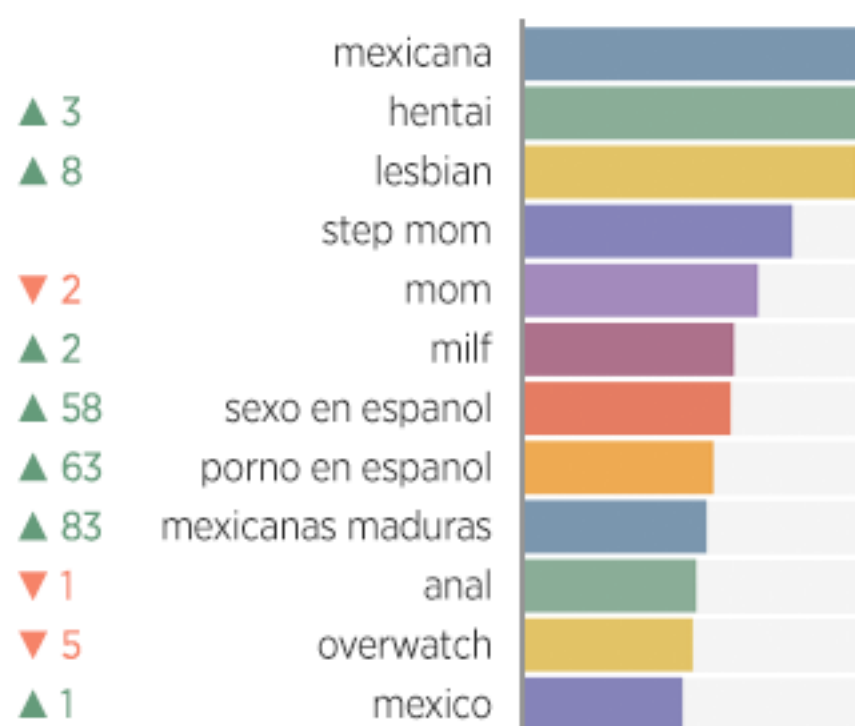
Mexico it turns out, is actually the second biggest market for Dragon Ball

Z, which likely explains the 964% surge in searches this year, plus the fact that three times more residents of Mexico saw the movie in three days than the USA did in one week. In other news, [Dillion Harper](#) (nsfw) is no longer the top pornstar, she drops down to land in third place this year and is replaced at the top by [Mujer Luna Bella](#) (nsfw). Of course, the love Mexico has for Mexico remains stronger than ever with 'sexo en espanol' working its way up searches by 58 spots, as well as 'porno en espanol' by 63 and 'mexicanas maduras' by 83.



MEXICO

Top Searches of 2017



Top Trending Searches

dragon ball z	▲ 964%
VR	▲ 207%
mexicanas maduras	▲ 189%
porno en espanol	▲ 168%
sexo en espanol	▲ 166%
colombiana	▲ 114%
creampie	▲ 85%

Top 5 Pornstars

- 1 mujer luna bella
- 2 mia khalifa
- 3 dillion harper
- 4 jordi el nino polla
- 5 alexis texas

Top 5 Categories

- 1 Lesbian
- 2 Teen
- 3 Hentai
- 4 Anal
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

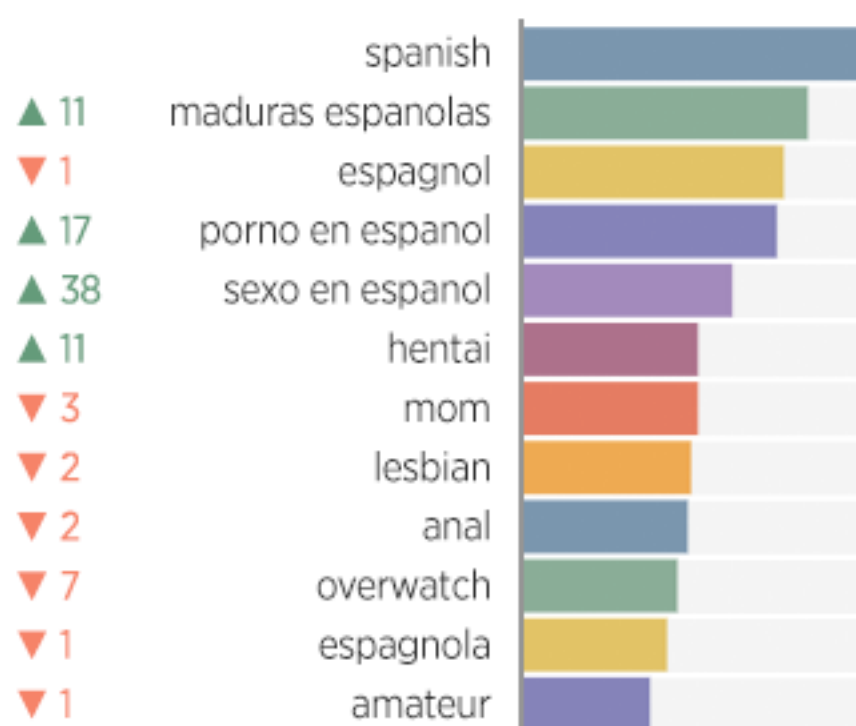
- 1 ▲ 40% Hentai
- 2 ▲ 43% Old/Young
- 3 ▲ 41% Babysitter
- 4 ▲ 39% Teen
- 5 ▲ 25% Cartoon

‘Maduras Espanolas’, which translates to ‘Spanish MILF’ jumped by 11 spots on the top searches over in Spain this year. Spain’s new number one searched pornstar for 2017 being Jordi El Nino Polla is no surprise considering it’s where he was born and raised. It wasn’t that long ago (2016) that Spain’s very own was also nominated for “Best Male Newcomer” at the AVN awards, and with searches like ‘sexo en espanol’ rising by 38 spots and ‘porno en espanol’ rising by 17 spots Jordi’s homeland, we can only assume he’s here to stay.



SPAIN

Top Searches of 2017



Top Trending Searches

apolonia lapiedra	▲ 912%
milf	▲ 192%
sexo en espanol	▲ 183%
porno en espanol	▲ 159%
hentai	▲ 66%
maduras espanolas	▲ 65%
spanish	▲ 27%

Top 5 Pornstars

- 1 jordi el nino polla
- 2 mia khalifa
- 3 kim kardashian
- 4 riley reid
- 5 peta jensen

Top 5 Categories

- 1 Mature
- 2 Anal
- 3 Lesbian
- 4 MILF
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

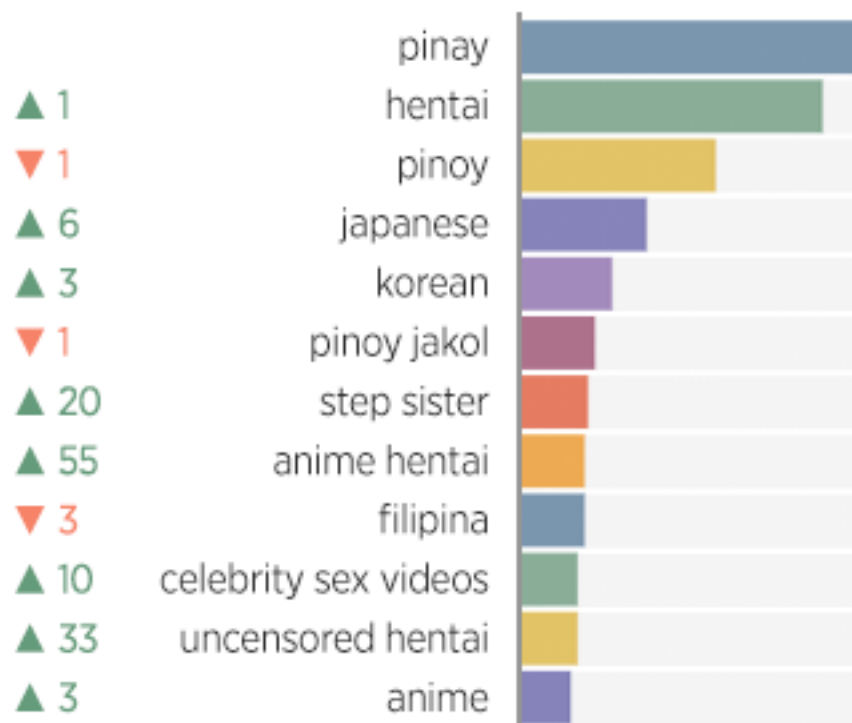
- 1 ▲ 68% Mature
- 2 ▲ 62% Female Friendly
- 3 ▲ 29% Anal
- 4 ▲ 27% Transgender
- 5 ▲ 26% Big Tits

The texting capital of the world aka. The Philippines enjoys viewing the reality category 119% than the rest of the world, but seem to enjoy escaping as made evident by the fact that ‘Anime Hentai’ made its way up by 55 spots on the top searches, even bumping down ‘filipina’ three positions.

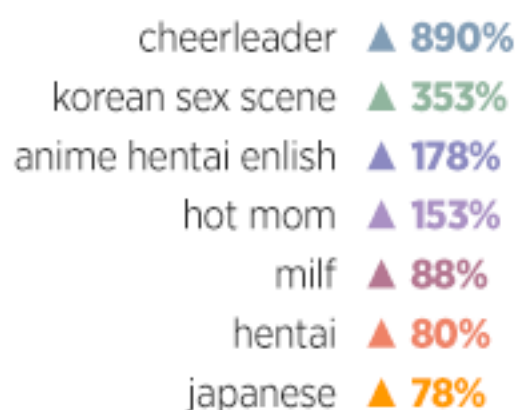


PHILIPPINES

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 maria ozawa
- 2 mia khalifa
- 3 kim domingo
- 4 leah gotti
- 5 abbie tolentino

Top 5 Categories

- 1 Hentai
- 2 Babe
- 3 Lesbian
- 4 Popular With Women
- 5 Big Dick

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 155% Hentai
- 2 ▲ 119% Reality
- 3 ▲ 112% Babe
- 4 ▲ 108% Asian
- 5 ▲ 106% Celebrity

[PORNHUB.COM/INSIGHTS](https://pornhub.com/insights)

NETHERLANDS

Notoriously known for being one of the healthiest countries in the world with respect to their eating habits, it's arguable that that Pornhub users in The Netherlands also have a very healthy sexual curiosity. Seemingly very

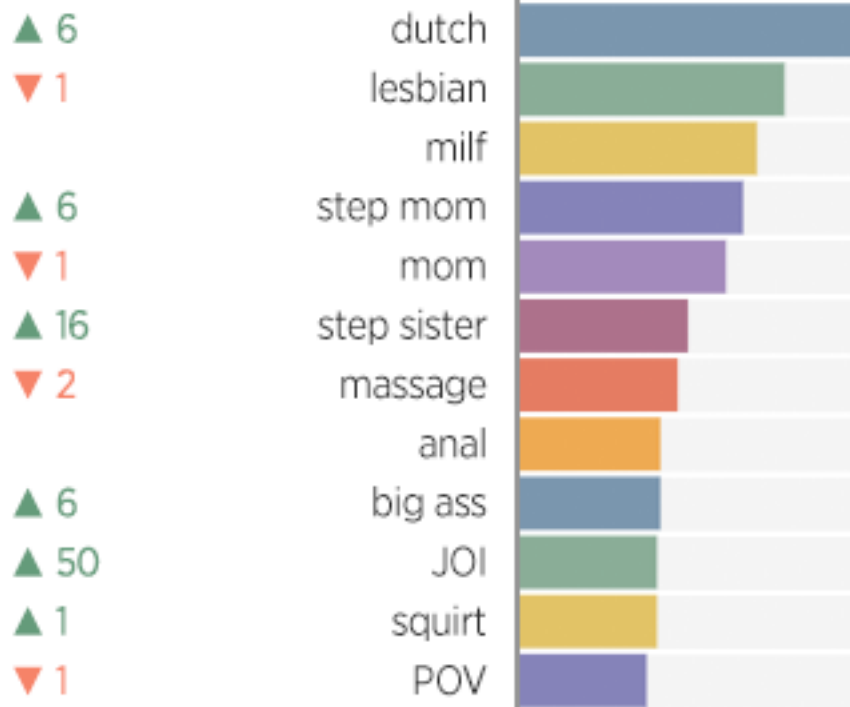
into the idea of going 'public' which increased in searches by 163%, 'dutch' also made its way up 6 spots from last year on the top searches list. 'JOI' (Jerk Off Instruction) made a 50 spot leap closer to the top, landing at a respectable 10th place on the list of top searches in the country this year, translating to a 115% increase in searches for the term there overall.

'Lesbian' remains number one for the most viewed category, and searches for 'lesbian' also increased by 45%, which comes as no surprise considering the Dutch were the first in the whole wide world to legalize gay marriage. The 'Bondage' category is 66% more popular in the Netherlands than the rest of the world and the 'Outdoor'(s) category is also more popular here by 42%, which is nothing for a country that built an entire province (Flevoland) out of reclaimed land from the sea.

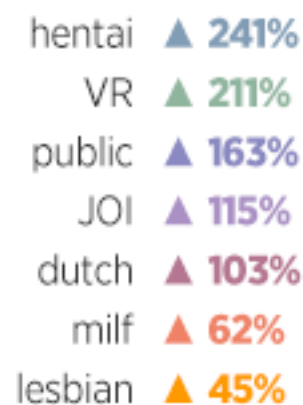


NETHERLANDS

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 amanda cerny
- 4 brandi love
- 5 riley reid

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Anal
- 4 Big Tits
- 5 Threesome

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 66% Bondage
- 2 ▲ 42% Outdoor
- 3 ▲ 18% Gangbang
- 4 ▲ 17% Popular With Women
- 5 ▲ 9% Big Tits

PORNHUB.COM/INSIGHTS

POLAND

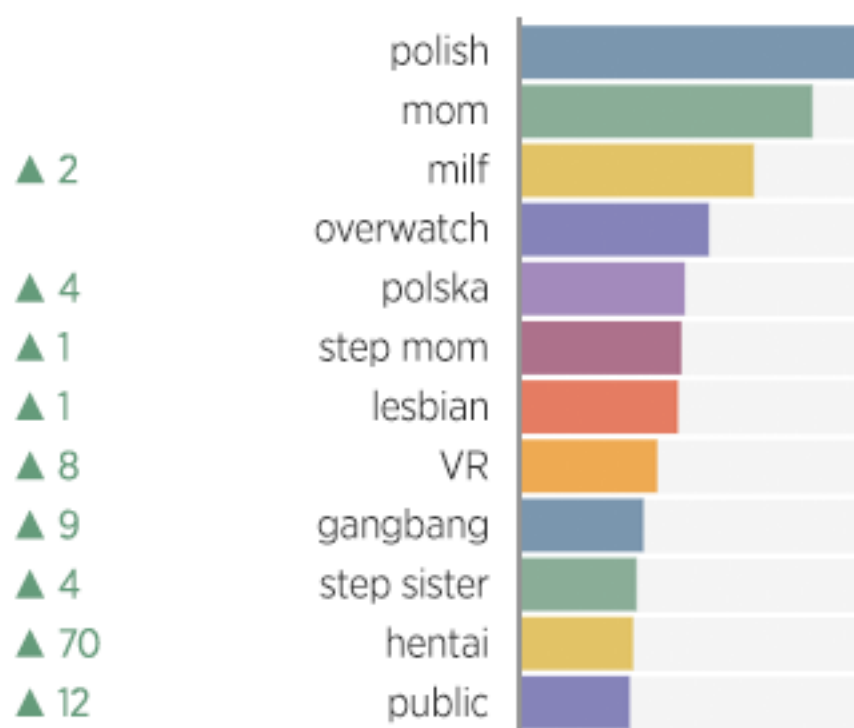
The MILF and Mature categories are holding it down as the most viewed categories in Poland this year, complimented by a notable 322% increase in searches for 'masturbation' in the country this year. It was after all, Polish astronomer Nicolaus Copernicus that first proposed that the Earth was not the center of the Universe, so when the entire country searches for [Sasha Grey](#) (nsfw) more than any other pornstar, making her number one in the country again, we can't help but wonder if it's her that the planets revolve around. Sasha also happens to be Polish (and Irish and English)

which can't hurt her chances, because each country loves their own country according to our trends we've noticed in search data time and again. And on that note, 'polska' has risen 4 spots on top searches and 'polish' remains top of the most searched for terms on Pornhub, in Poland.

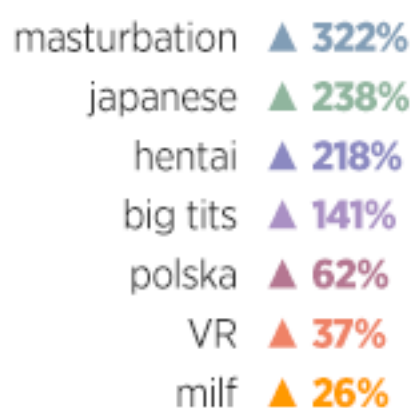


POLAND

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 sasha grey
- 2 mia khalifa
- 3 elsa jean
- 4 kim kardashian
- 5 riley reid

Top 5 Categories

- 1 MILF
- 2 Mature
- 3 Lesbian
- 4 Anal
- 5 Hentai

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 57% Orgy
- 2 ▲ 51% Mature
- 3 ▲ 40% Bondage
- 4 ▲ 38% Gangbang
- 5 ▲ 30% Outdoor

PORNHUB.COM/INSIGHTS

SWEDEN

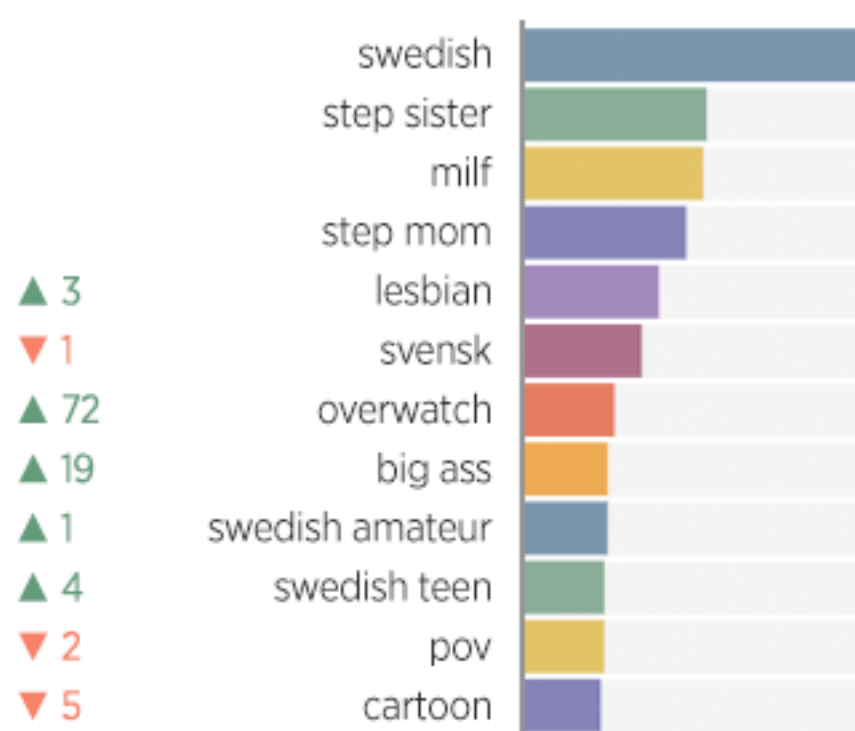
The 'amateur' category is 27% more popular in [Sweden](#) than elsewhere in the world. In fact, Sweden loves amateurs so much that the country's official twitter account @Sweden is given to a random citizen every week to

manage. The term 'Swedish' remains at the top of the searches for 2017 and 'swedish amateur' moves one spot up on the list of top Swedish searches. The 'Anal' category is 56% more popular in Sweden than everywhere else, 'yoga pants' searches are up by 316%, and finally 'big ass' searches in the country increased by 75% in 2017 so basically the Swedes are really into butts!



SWEDEN

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 lisa ann
- 4 nicole aniston
- 5 amanda cerny

Top 5 Categories

- 1 Anal
- 2 MILF
- 3 Lesbian
- 4 Mature
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 56% Anal
- 2 ▲ 39% Bondage
- 3 ▲ 37% Old/Young
- 4 ▲ 35% Outdoor
- 5 ▲ 27% Amateur

PORNHUB.COM/INSIGHTS

ARGENTINA

In Argentina, 'Transgender' porn is the fifth most popular category and

86% more likely to be viewed here than elsewhere in the world. This could maybe have something to do with the fact that Argentina has some of the most comprehensive transgender rights laws in the world! The country's interest in 'anal', which is the top viewed category there, is also viewed 60% more in Argentina in comparison to the rest of the world. Searches for 'League of Legends' are also on the rise by a cool 201% from last year.

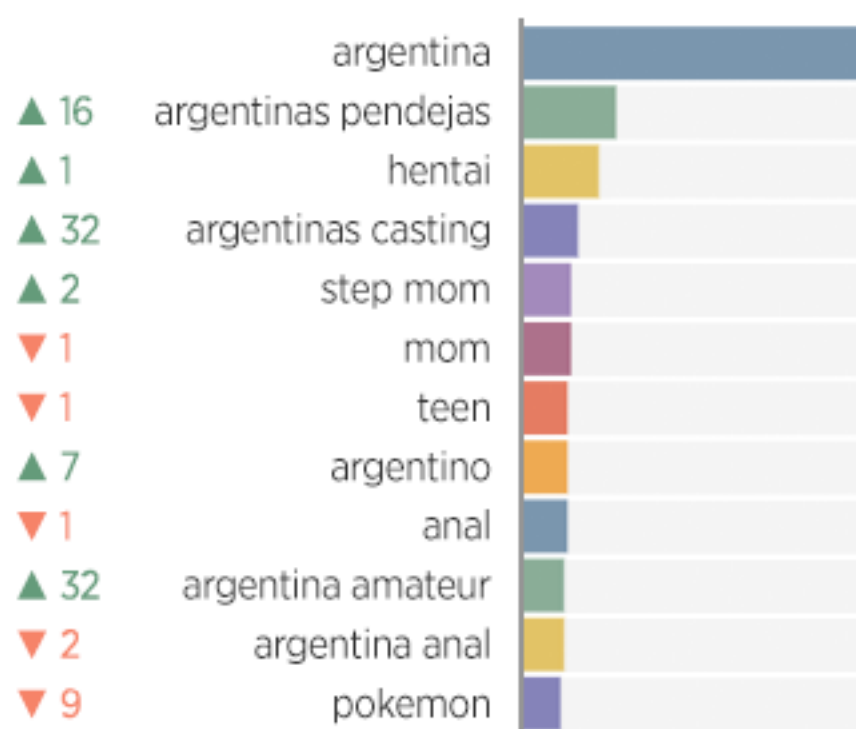
2017
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ARGENTINA

Top Searches of 2017



Top Trending Searches

putas argentinas	▲ 965%
porno en espanol	▲ 332%
swinger argentina	▲ 280%
sexo en espanol	▲ 280%
league of legends	▲ 201%
argentinass pendejas	▲ 190%
argentinass casting	▲ 149%

Top 5 Pornstars

- 1 jordi el nino polla
- 2 mia khalifa
- 3 kim kardashian
- 4 lisa ann
- 5 peta jensen

Top 5 Categories

- 1 Anal
- 2 Lesbian
- 3 Hentai
- 4 Transgender
- 5 Mature

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 86% Transgender
- 2 ▲ 60% Anal
- 3 ▲ 47% Old/Young
- 4 ▲ 27% Hentai
- 5 ▲ 25% Threesome

PORNHUB.COM/INSIGHTS

RUSSIA

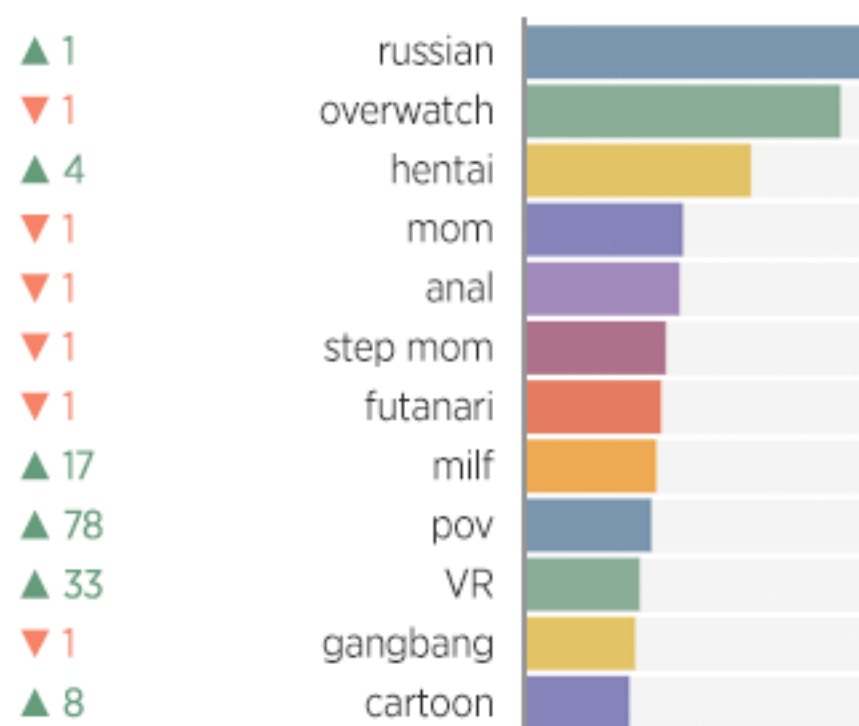
In [Russia](#) 'Cosplay' as a category was 119% more popular compared to

everywhere else, this likely has something to do with how huge the ‘Russian Comic Con’ is. Similarly, ‘Cartoon’ moved ahead 8 spots on the top searches and as such it’s not shocking that the ‘Cartoon’ category is twice as popular in Russia as it is anywhere else in the world. ‘POV’ (point of view) made a huge sprint ahead, by 78 spots landing it in 9th place on Russia’s list of most searched terms on Pornhub, resulting in a search increase of 167% compared to last year.

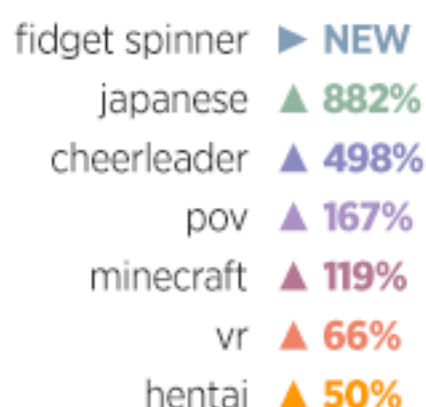


RUSSIA

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 sasha grey
- 2 kim kardashian
- 3 lisa ann
- 4 aletta ocean
- 5 anna bell peaks

Top 5 Categories

- 1 Anal
- 2 Hentai
- 3 Cartoon
- 4 MILF
- 5 Mature

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 119% Cosplay
- 2 ▲ 112% Cartoon
- 3 ▲ 101% Double Penetration
- 4 ▲ 51% Anal
- 5 ▲ 45% Transgender

PORNHUB.COM/INSIGHTS

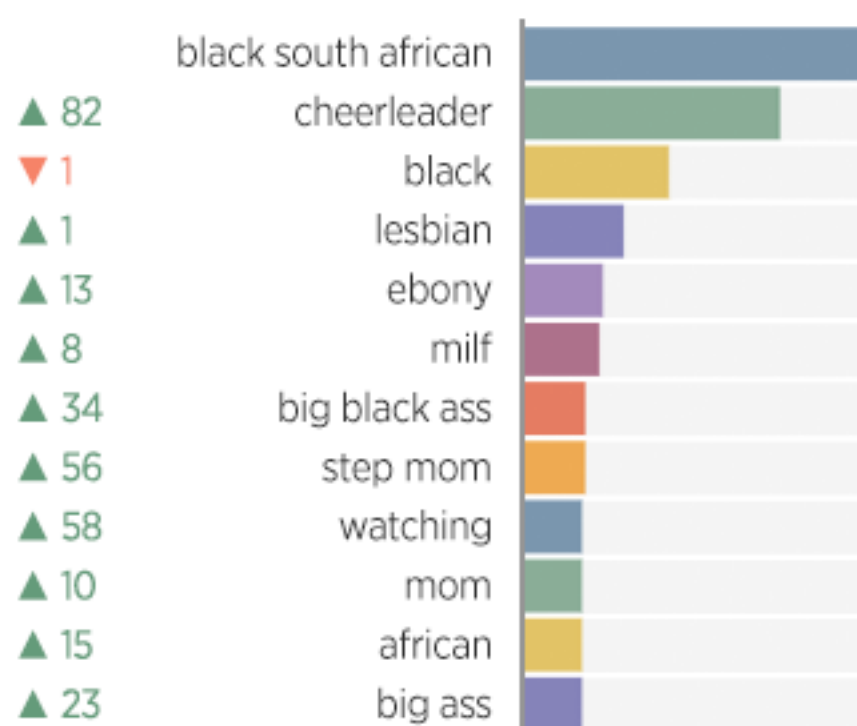
SOUTH AFRICA

We are approaching the sunset of our top 20 countries with South Africa, where searches for ‘riding compilation’ increased by 989% along with ‘reverse cowgirl’ up by 740%. Kim K claims the top spot as the country’s most searched for porn star, while ‘black south African’ tops the list of the country’s most popular search terms.



SOUTH AFRICA

Top Searches of 2017



Top Trending Searches

cheerleader	▲ 1152%
riding compilation	▲ 989%
reverse cowgirl	▲ 740%
babysitter threesome	▲ 385%
extreme hardcore	▲ 128%
passionate real sex	▲ 99%
watching	▲ 60%

Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 blac chyna
- 4 brandi love
- 5 lisa ann

Top 5 Categories

- 1 Ebony
- 2 Lesbian
- 3 Big Dick
- 4 MILF
- 5 Ass

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 115% Ebony
- 2 ▲ 89% Hardcore
- 3 ▲ 54% Ass
- 4 ▲ 51% BBW
- 5 ▲ 49% Big Dick

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

BELGIUM

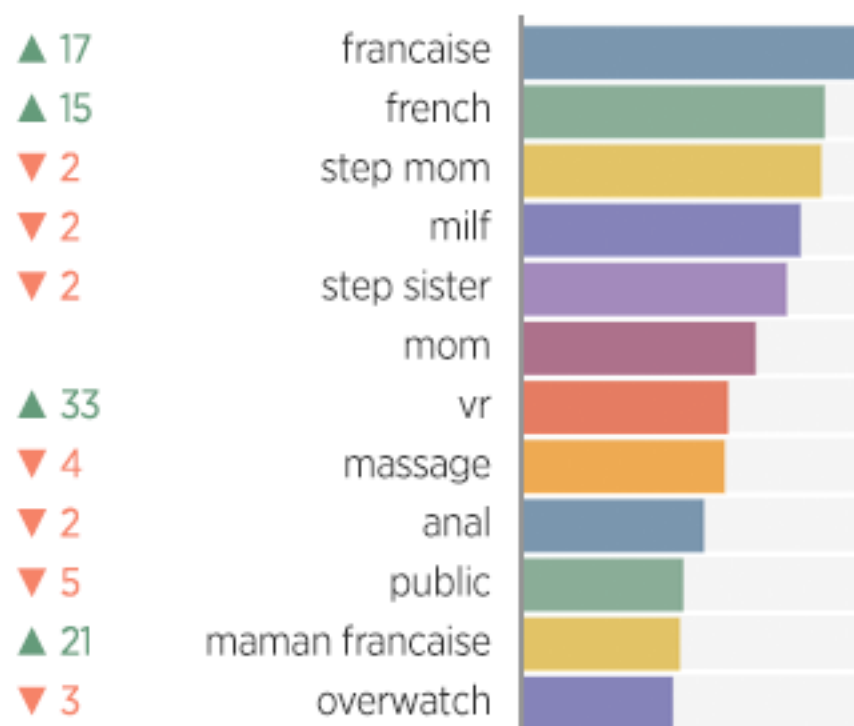
If there's one thing that Belgium was on the search for this year it was ‘francaise’ porn which soared up 17 spots on the top searches to the

number 1 spot the list, and growing by 276% in popularity in one year. Similarly, 'french' jumped up by 15 spots on the top searches list, translating to 203% more searches than last year. 'Lesbian' steals number one position for most viewed category this year, with 'MILF' in second place, just a step behind. The 'Orgy' category is 57% more popular in Belgium which may also explain why the 'party' searches have increased by 225%. Sounds like there's a pretty exciting nightlife in Belgium.

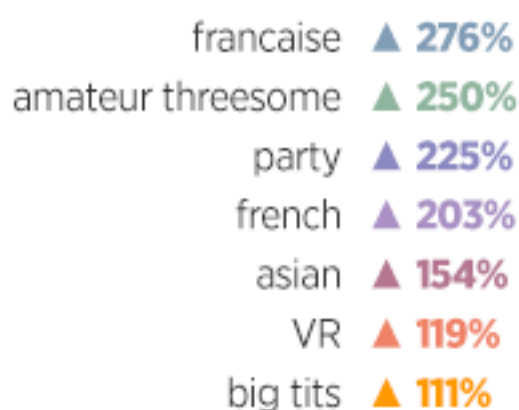


BELGIUM

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 kim kardashian
- 2 mia khalifa
- 3 riley reid
- 4 brandi love
- 5 vic alouqua

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Mature
- 4 Anal
- 5 Big Tits

Top Relative Categories

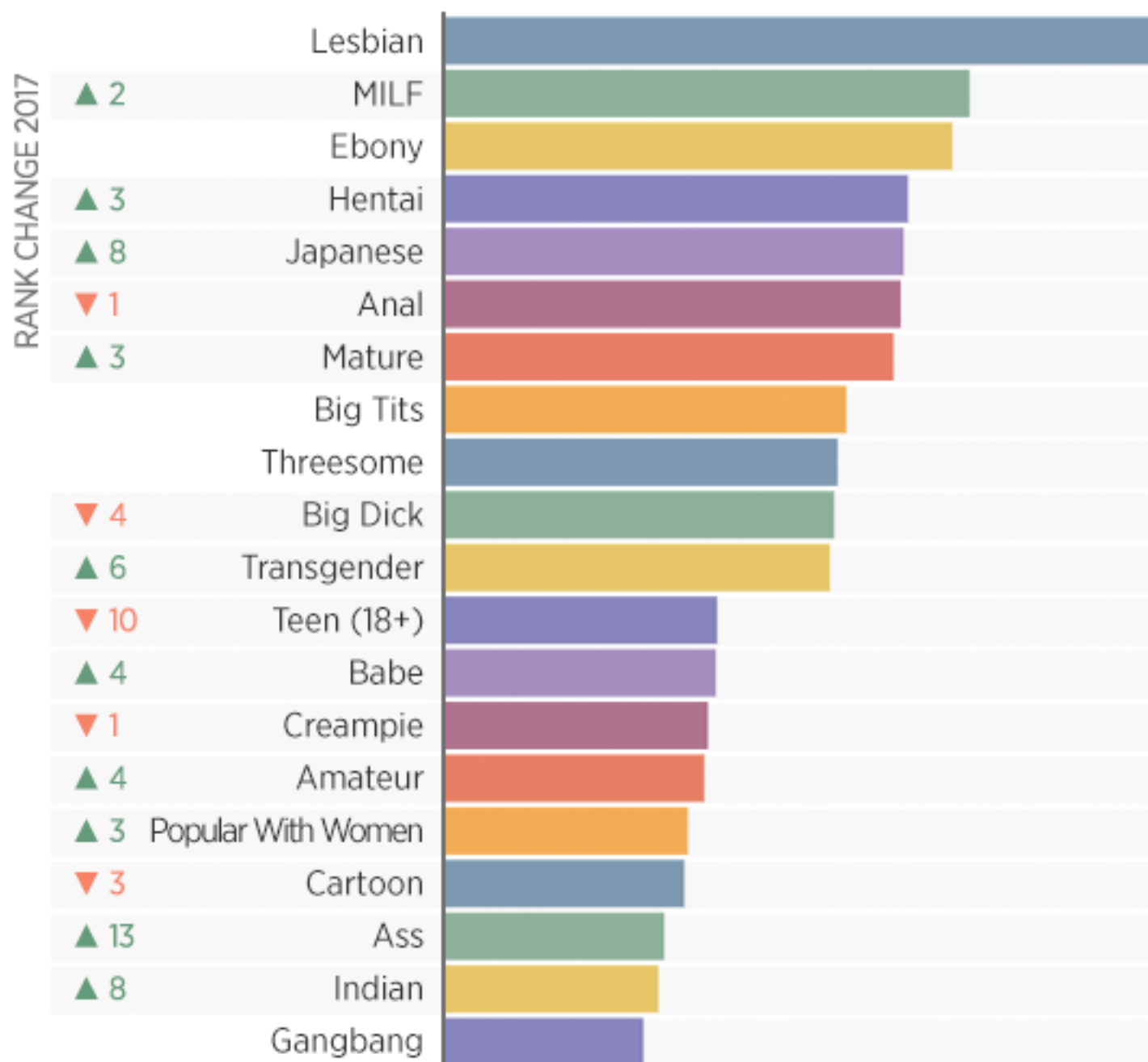
Viewed % more when compared to world

- 1 ▲ 57% Orgy
- 2 ▲ 43% Bondage
- 3 ▲ 39% Babe
- 4 ▲ 37% Outdoor
- 5 ▲ 34% Old/Young

It is the third year in a row that [‘Lesbian’](#) (nsfw) maintains 1st place for most viewed categories on Pornhub! The significant increases come via two different ethnicities; [‘Indian’](#) (nsfw) and [‘Japanese’](#) (nsfw) jumped a respective 13 and 7 positions this year landing them at 19th and 6th place on the list. The increased popularity of those two categories was helped by the traffic growth we saw from both Japan and India in 2017.

The popularity of [‘MILF’](#) (nsfw) grew by 2 positions, and [‘Hentai’](#) (nsfw) increased by 3. There were also some dips compared to last year, including [‘Anal’](#), which dropped 3 spots over the course of 2017, compared to the year prior where it gained 4. [‘Threesome’](#) also lost one spot as opposed to last year where it gained two. The ‘Female Friendly’ category was recently renamed to [‘Popular with Women’](#) and grew in rank by 3 positions since 2016.

Most Viewed Categories of 2017



PORNHUB.COM/INSIGHTS

TOP GAINING CATEGORIES

Topping off the gaining categories for 2017, is '[Cuckold](#)' (nsfw) where views have increased by 72%. Popularity for the [Transgender](#) (nsfw) category increased by 36%, and '[Cartoon](#)' (nsfw) is up by 25%. '[Amateur](#)' (nsfw) caught viewers' attention for the longest amount of time at with views on videos in the category lasting an average of 14 minutes and 31 seconds, which is 132 seconds longer than last year. Views in the '[Fetish](#)' (nsfw) category are also up with a 117-second increase from last year, at 11 minutes and 55 seconds.

In Categories viewed for the shortest amount of time, we have ‘Red Head’ clocking in with an average of 7 minutes and 41 seconds (a 31 second change from last year). Perhaps the dip is related to an underwhelming ‘Riverdale’ season 2? Anyone else disappointed by the black hood reveal? ‘POV’ takes second place as the category with the shortest average view time, at 7 minutes and 56 seconds.

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Top Gaining Categories



Cuckold	▲72%	Transgender	▲36%
Japanese	▲66%	Creampie	▲32%
Indian	▲57%	Gangbang	▲28%
Cosplay	▲44%	French	▲27%
Korean	▲39%	Cartoon	▲25%

Categories Viewed the Longest



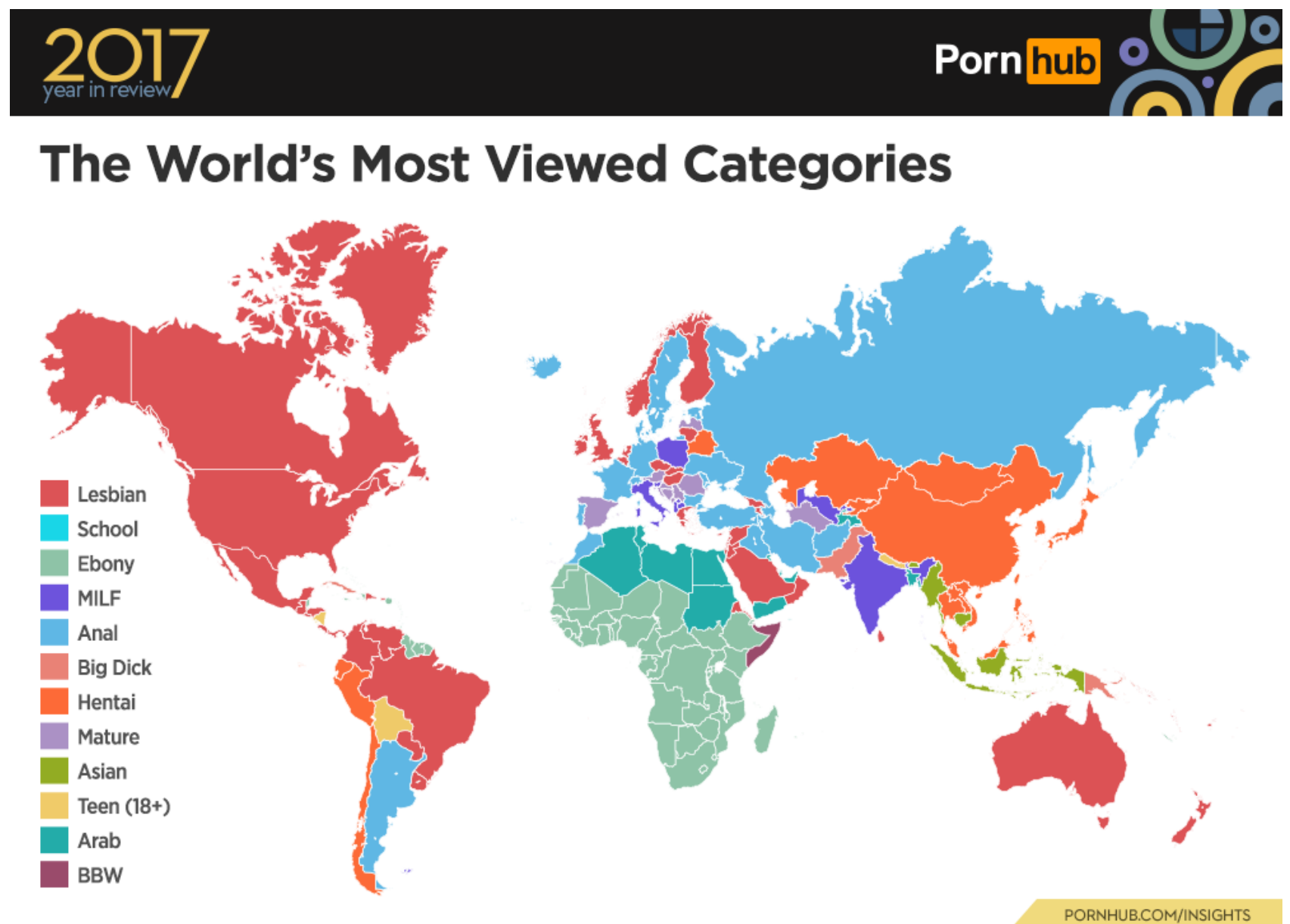
Amateur	14 mins 31 sec	CHANGE IN 2017	▲132 sec
Japanese	13 mins 29 sec		▲68 sec
Old/Young	13 mins 22 sec		▲65 sec
Mature	13 mins 20 sec		▲56 sec
Korean	12 mins 21 sec		▲169 sec
Casting	12 min 01 sec		▲100 sec
Fetish	11 mins 55 sec		▲117 sec

Categories Viewed the Shortest



Red Head	7 mins 41 sec	CHANGE IN 2017	▲31 sec
POV	7 mins 56 sec		▲27 sec
Latina	8 mins 11 sec		▲25 sec
Blonde	8 mins 23 sec		▲54 sec
College	8 mins 33 sec		▲56 sec
Double Penetration	8 mins 47 sec		▲43 sec
Cosplay	8 mins 51 sec		▲89 sec

The color-coded world map below offers another way of viewing all of this information. Red representing ‘Lesbian’ mostly sweeps North America, the majority of South America and a portion of Europe, as well as all of Australia. The Blue representing ‘Anal’ takes up a large portion of Asia and a chunk of South America. Orange, which represents ‘Hentai’, is mostly represented in China and India.



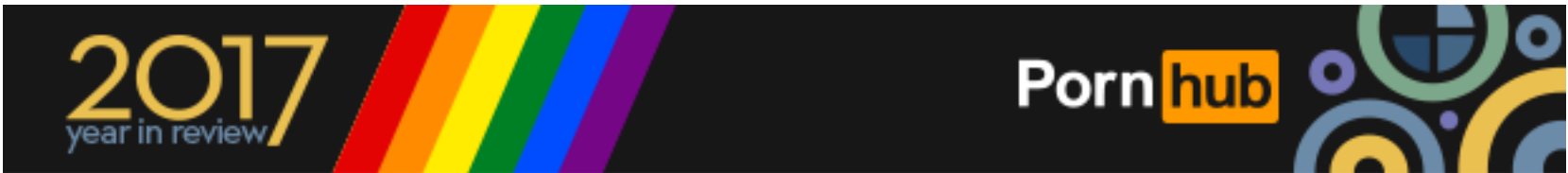
PORNHUB PRIDE

By analyzing the traffic landing specifically on Pornhub Gay pages, our statisticians were able to see what type of gay (male) porn was popular in 2017. Topping the search list for the second year was ‘japanese’, followed this time by ‘korean’ which moved up in rank 57 spots since 2016. Searches for straight guys continue to be popular amongst Pornhub Gay visitors, with ‘straight first time’ and ‘straight friend’ taking the third and fourth positions, replacing last year’s ‘black’.

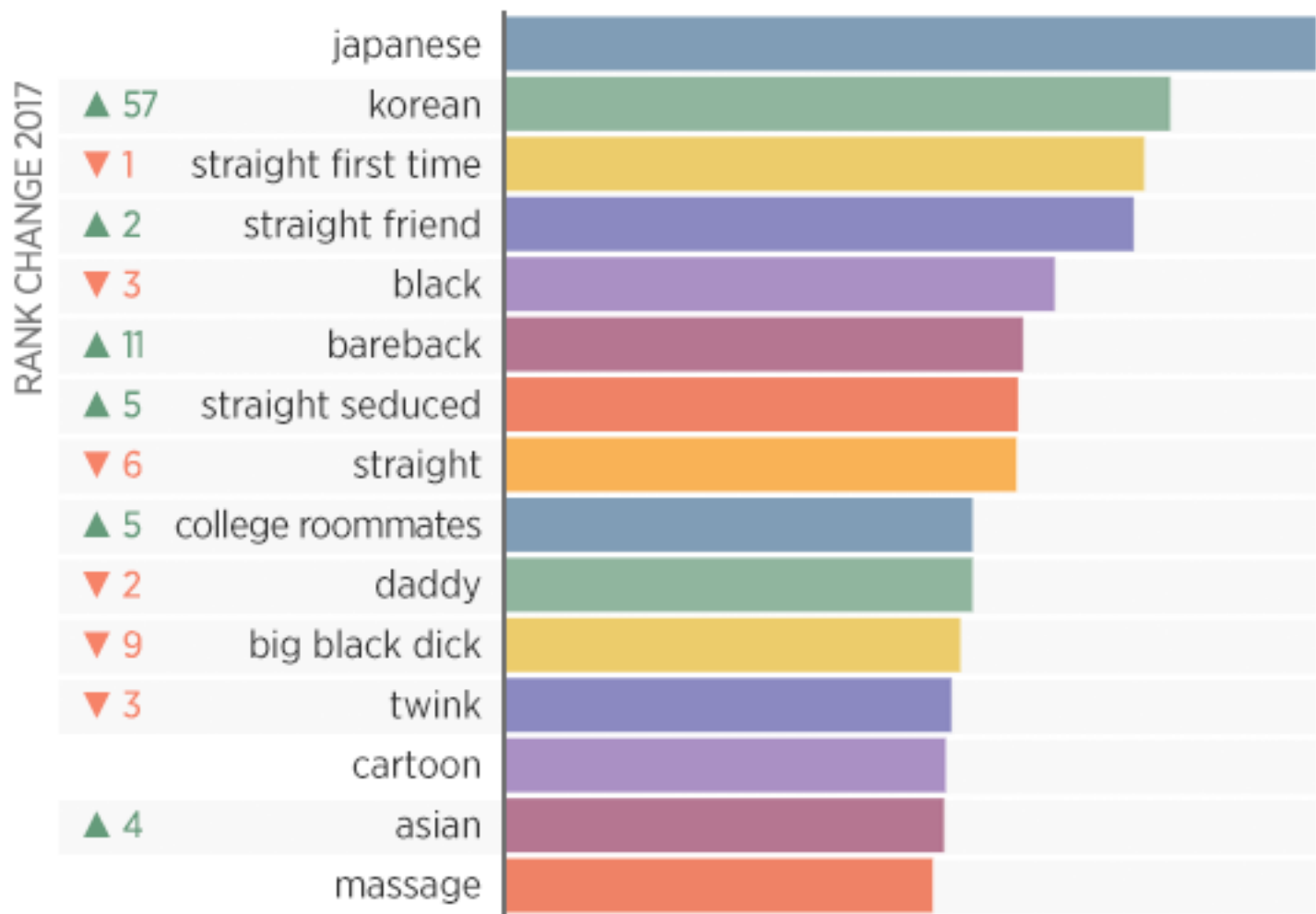
Searches for “police patrol” increased by more than 5000% since 2016, and

we saw a lot growth for ‘is that your boner’ and ‘bro is that your dick’ searches. We hope the resulting videos were successful in answering those pressing questions.

The five most popular gay categories continue to be Black, Straight Guys, Daddy, Bareback and Big Dick. Although the Rough Sex category was new in 2017, it was able to beat Twink into the sixth position.



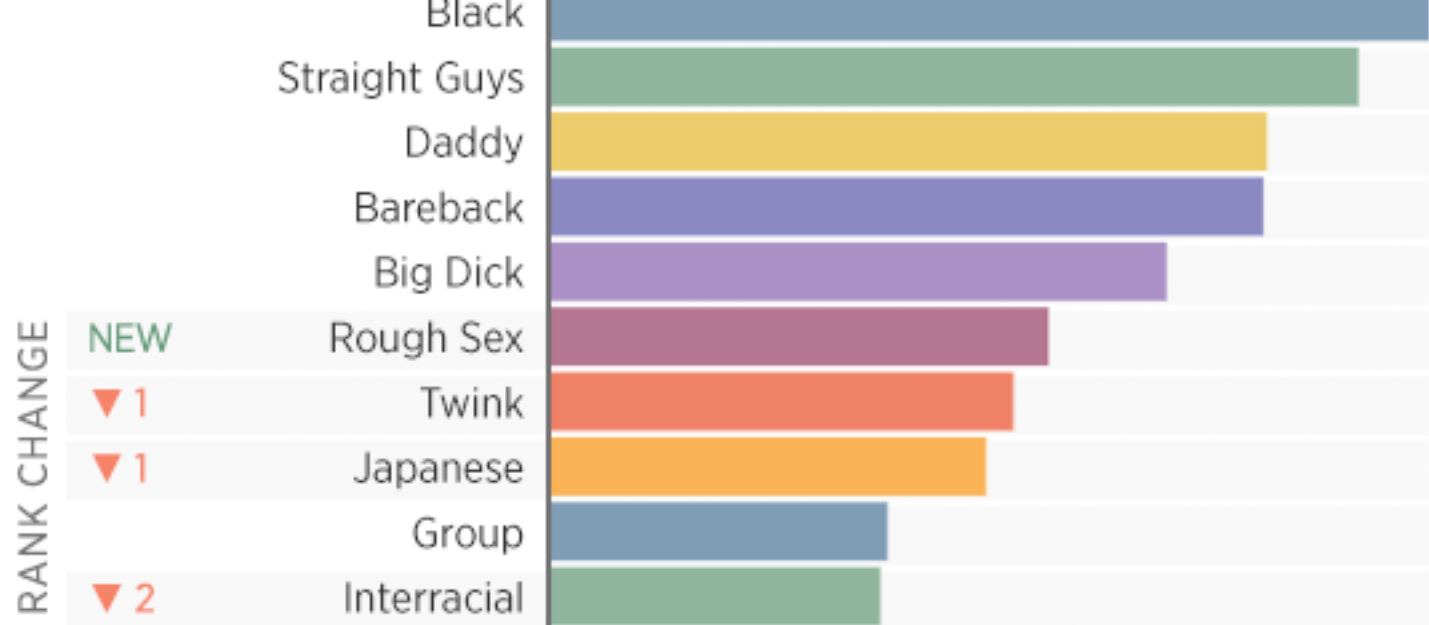
Most Searched for Terms on Pornhub Gay



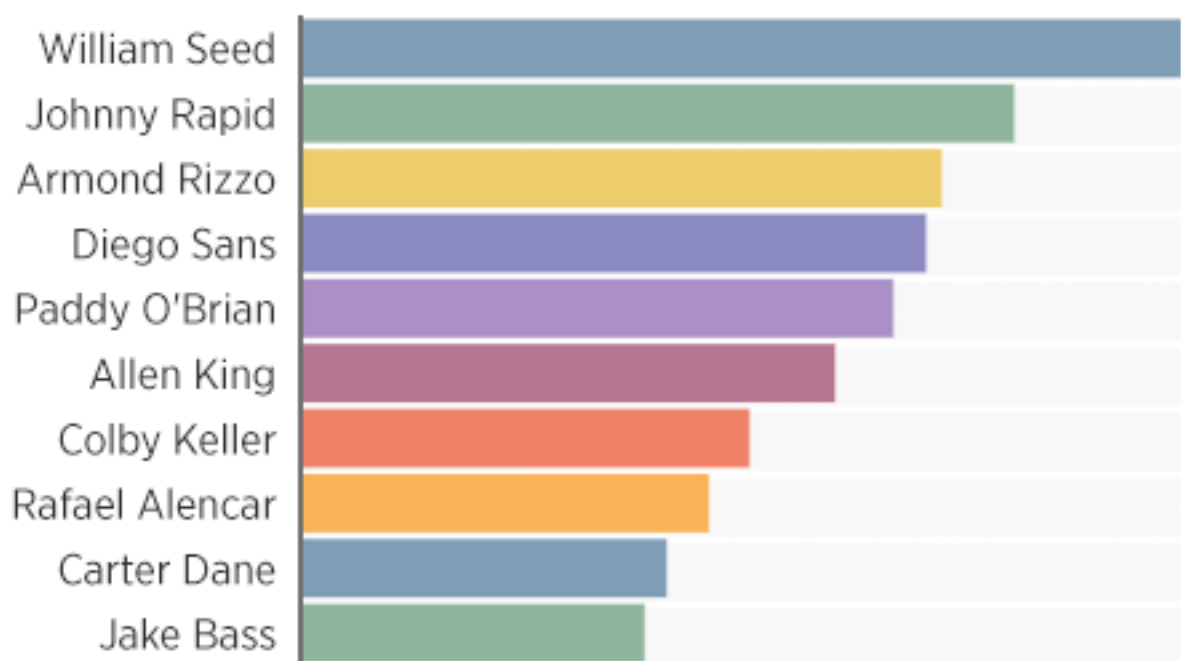
Top Trending Gay Male Searches



Most Viewed Gay Categories



Most Searched for Gay Pornstars



PORNHUB.COM/INSIGHTS

The most searched for gay pornstar was Men.com exclusive [William Seed](#) (nsfw), followed by [Johnny Rapid](#) (nsfw) and [Armond Rizzo](#) (nsfw). Interestingly, Brazzers pornstar Jordi El Nino Polla (who has only performed in straight oriented videos) was actually the most searched for pornstar by visitors to Pornhub Gay.

It's not only men who enjoy gay male porn. Our statisticians discovered that 37% of visitors to Pornhub Gay pages are in fact women. To learn more about Pornhub Gay visitors in the United States, you can read our complete [Pornhub Pride Insights](#) and our [Gay France](#) post that was also released in 2017.

SOMEONE LIKE YOU

Thanks to the anonymized data provided by Google Analytics, Pornhub's statisticians are able to build an accurate picture of the demographic makeup of our visitors including their gender, age and even interests.

Identified as a Woman

'Cheerleader'(s) have made their way to the top of the pyramid (as they do!) with the highest increase in searches by women since last year (by 1019%), making it the biggest rise in trending searches for women in 2017. 'Porn for Women' received the second highest percentage of growth since last year, increasing by 359%. The top three most searched for terms by women have stayed consistent with last year's top searches, with 'Lesbian' in first place, 'lesbian scissoring' coming in a hot second and 'threesome' in third place. 'Gangbang' remains one spot more desirable than 'massage' and 'lesbian threesome' surpasses 'cheerleader' in women's most searched terms for the year but we are confident, they are still rooting for them. Closing out the list is 'lesbian squirt', replacing last year's bottom entry, 'anal'.

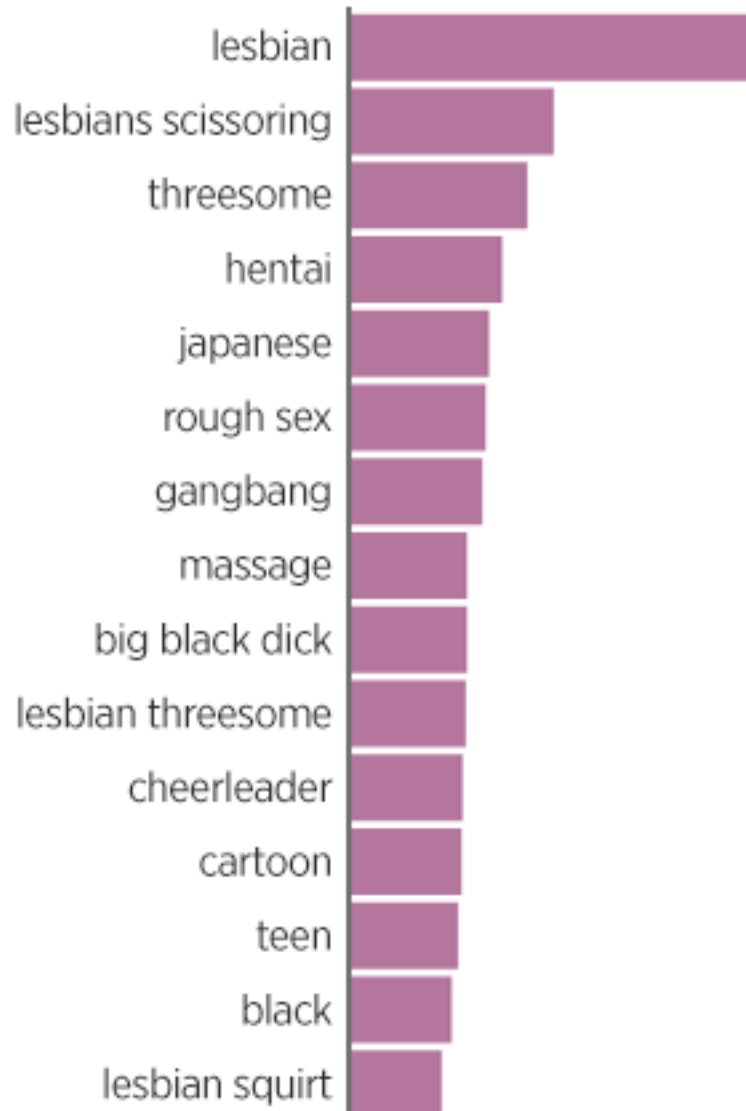
Identified as a Man

Women are not the only sex seeking out a cheer squad, as 'Cheerleader' increased in searches by 357% for men as well. 'Fidget Spinner' made its debut on the most searched terms for 2017, and since they were unheard of in 2016, we have no numbers to compare the increase to just yet! It would seem that men were more interested in speaking the language of love this year with 'francaise' increasing by 223% from last year's searches. It appears that many men are still playing games with 'minecraft' making a 156% increase over last year's searches. The terms 'MILF' and 'step mom' remain the top searches for men in 2017. 'Japanese' has taken a step forward, grabbing third place from last year's 'step sister'. Hentai's searches increased by 89% compared to last year, and landed 'hentai' as the fourth most searched term for men. 'Massage', 'Ebony' and 'Asian' rounded out men's favorites just as they were last year, but 'anal' managed to work its way up four searches from the bottom, surpassing 'overwatch' and 'VR'.

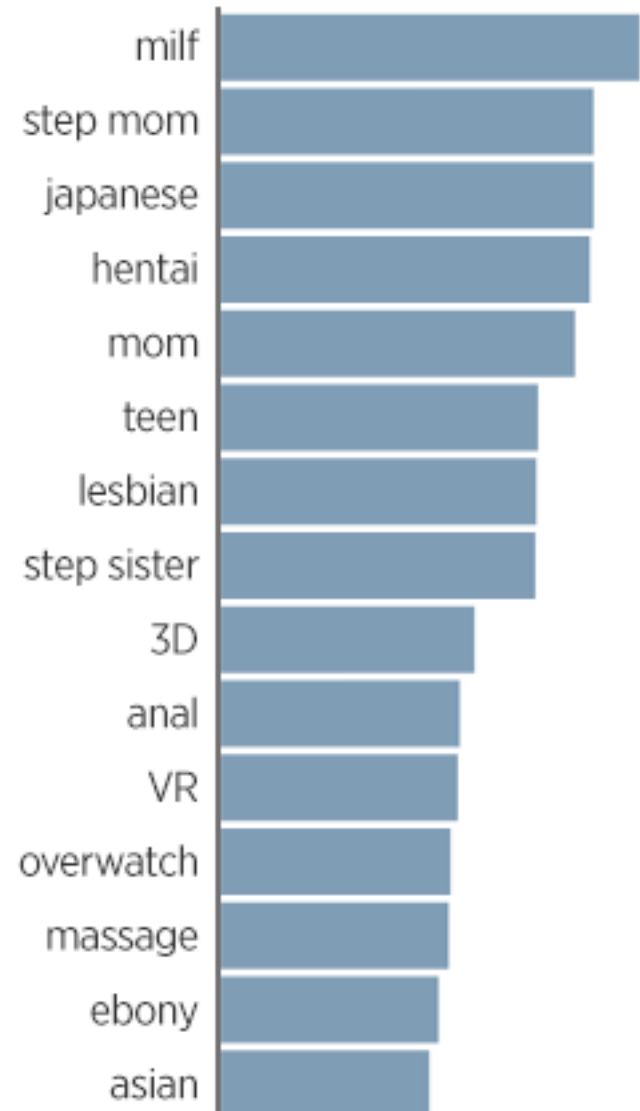
Most Searched for Terms by Gender



Women's Favorites



Men's Favorites



Top Trending Searches of 2017 by Gender

- ▲ **1019%** cheerleader
- ▲ **359%** porn for women
- ▲ **342%** korean sex scene
- ▲ **148%** celebrity sex tape
- ▲ **122%** hentai
- ▲ **170%** 3D
- ▲ **108%** hot lesbian sex

- **NEW** fidget spinner
- ▲ **357%** cheerleader
- ▲ **223%** francaise
- ▲ **156%** minecraft
- ▲ **139%** mmd
- ▲ **89%** hentai
- ▲ **55%** korean

Women on women is still the preference for 2017 based on the 'Lesbian' category remaining the most popular among women. In fact, women

proportionately viewed the Lesbian category 197% more than men did this year! In addition, The Big Dick category was bumped down from second most viewed category for women, to the third most viewed category. Threesome took second place and Female Friendly remained as fourth. Big Dick was also 31% more popular for women when compared to men this year.

The Pussy-licking category was 393% more popular for females, along with increased interest in the Female Friendly, Rough Sex, Threesome, and Double Penetration categories when compared to men.

“Again, this clearly indicates that women have found their voice and are not shy to seek out what they are now bolder to express” says Dr. Laurie.

Most Viewed Categories by Gender



Women's Favorites

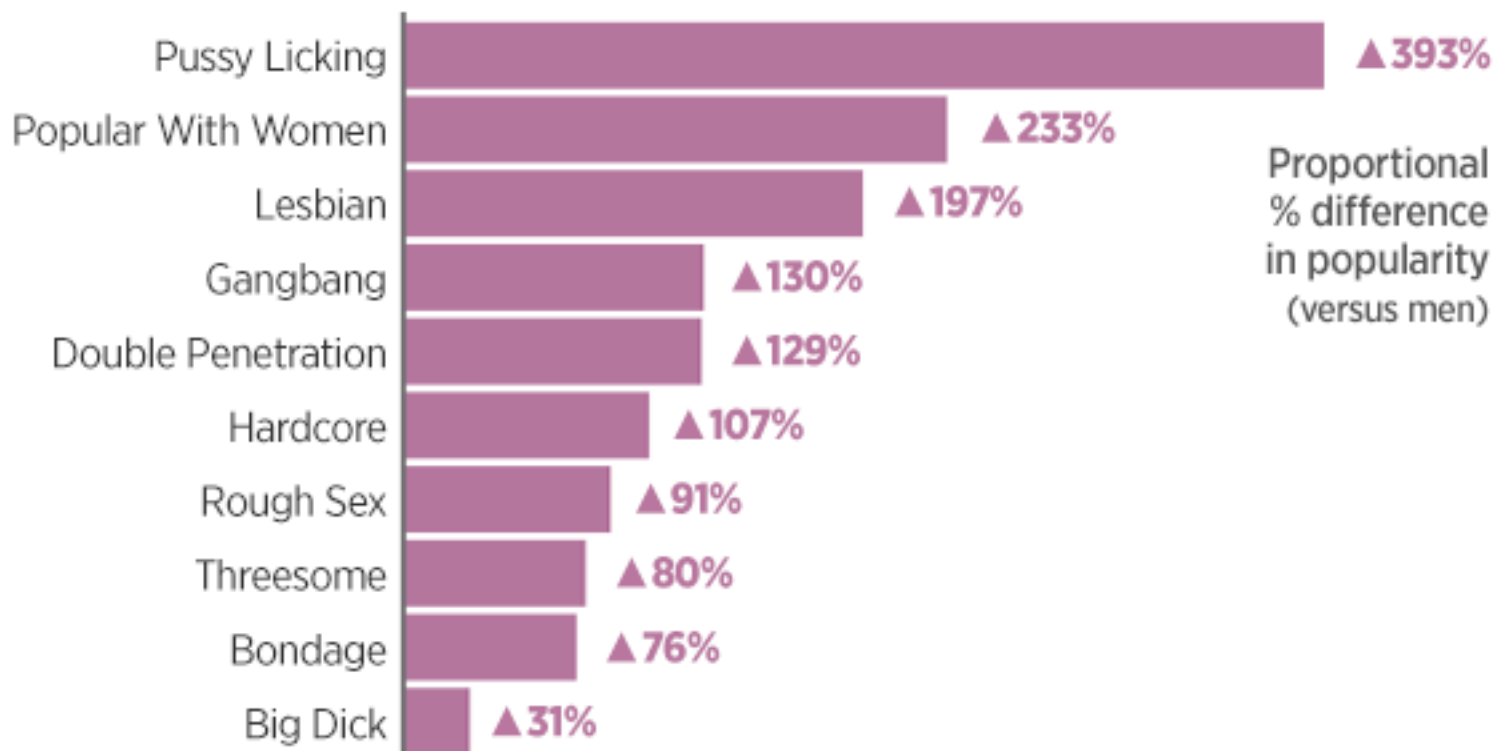
Lesbian
Threesome
Big Dick
Popular With Women
Ebony
Gangbang
Anal
MILF
Teen (18+)
Hentai



Men's Favorites

Japanese
Ebony
MILF
Mature
Anal
Lesbian
Hentai
Teen (18+)
Big Tits
Big Dick

Viewed More Often by Women Compared to Men



PORNHUB.COM/INSIGHTS

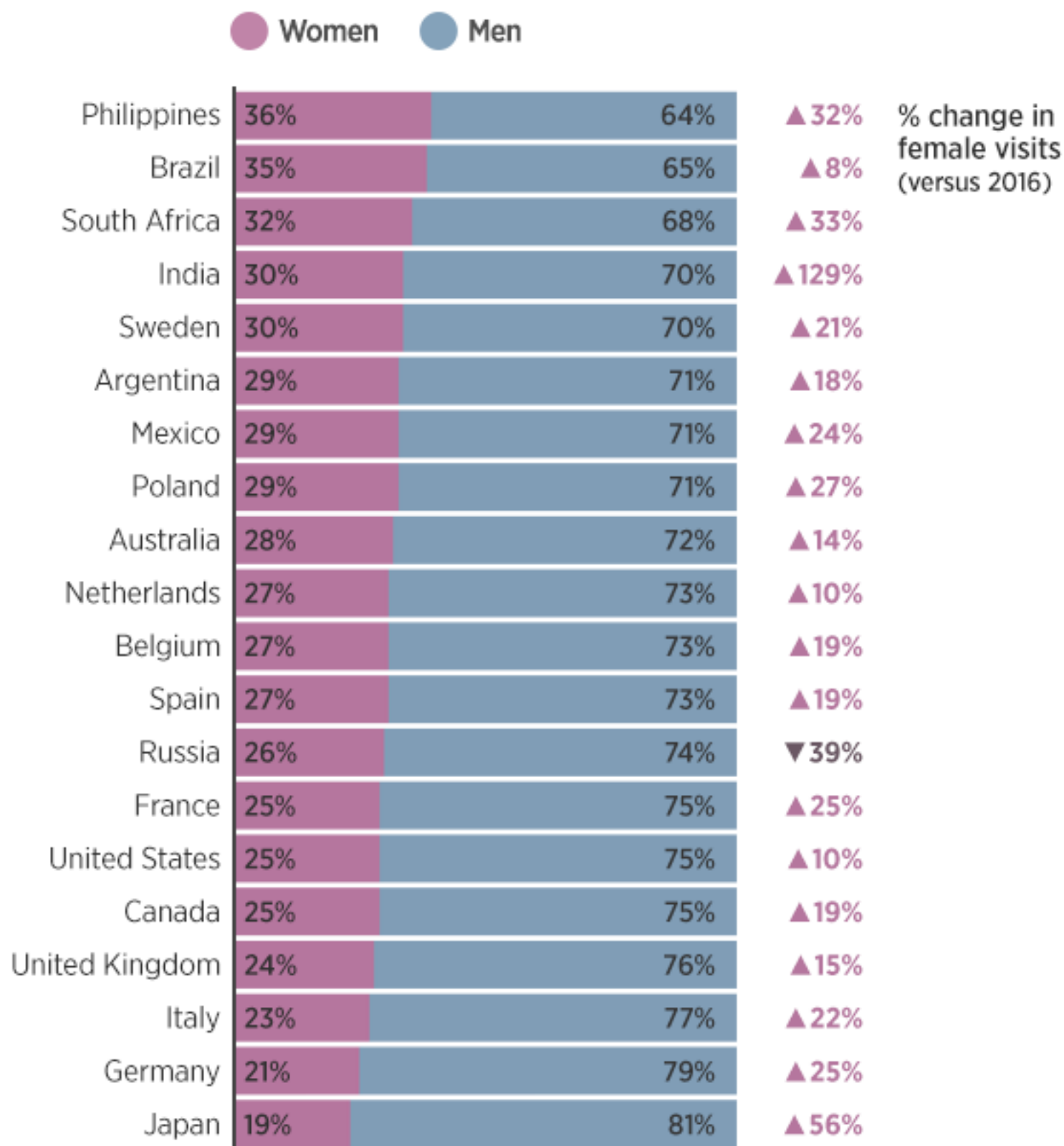
Staying consistent to last year's reports, the average proportion of female visitors to Pornhub worldwide remains at 26%! Russian women, however, were not rushin' to the website this year, being the only top 20 country where female visits decreased in 2017, although that's in line with Russia's

six spot fall in overall traffic rank. India's female visitors increased the most out of any other country compared to last year, by 129%. There was also a higher percentage of female visitors in Japan with a 56% increase over last year.

2017
year in review

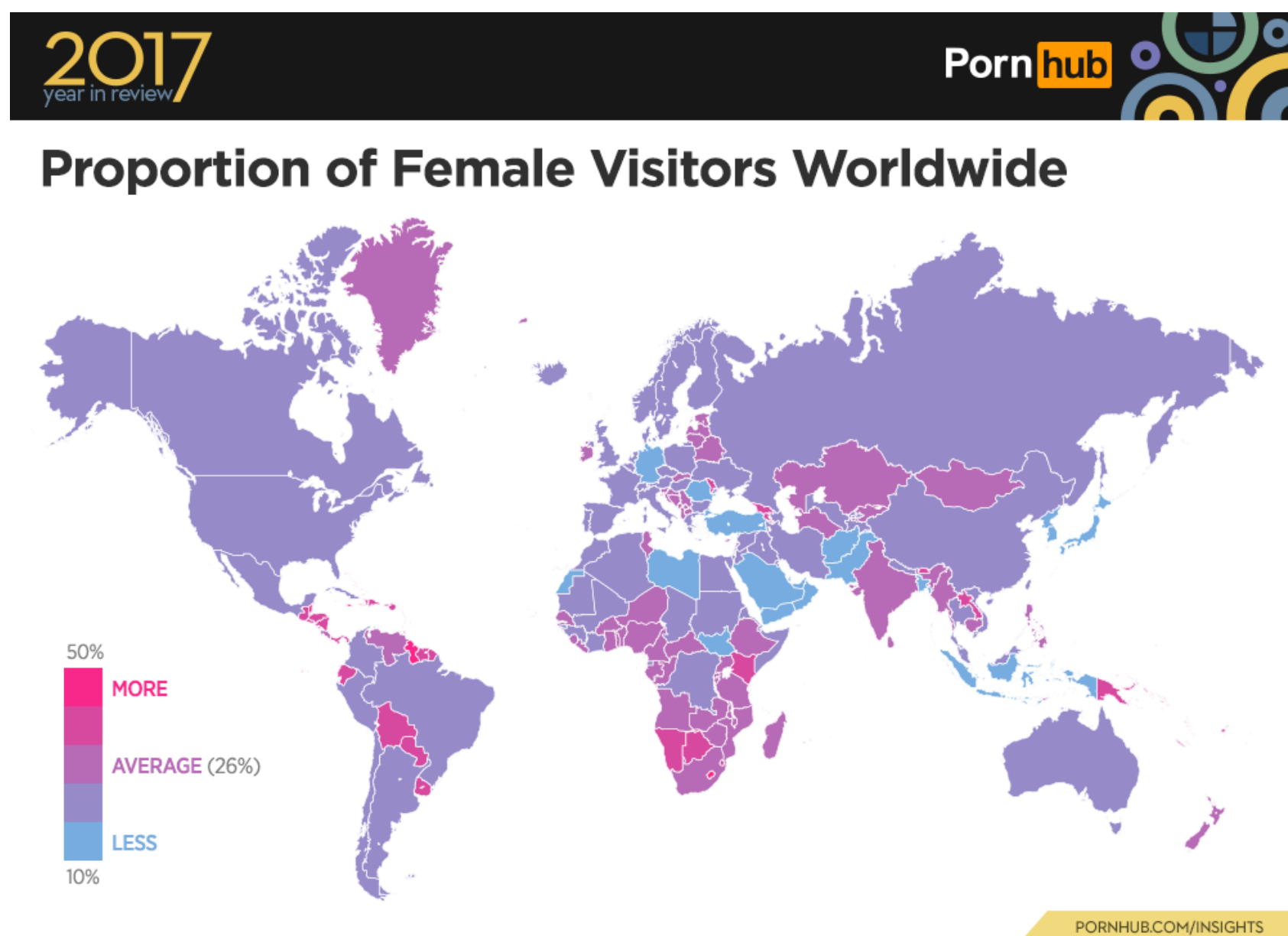
Pornhub

Proportion of Female Visitors



26% Average Proportion of Female Visitors Worldwide

The map below colorfully illustrates the proportion of female visitors worldwide! When compared to last year, 2017's map tells us that female visitors in China are a bit less excited about porn, while things are heating up a little more in southern hemisphere as indicated by the higher concentrations of pink visible there.

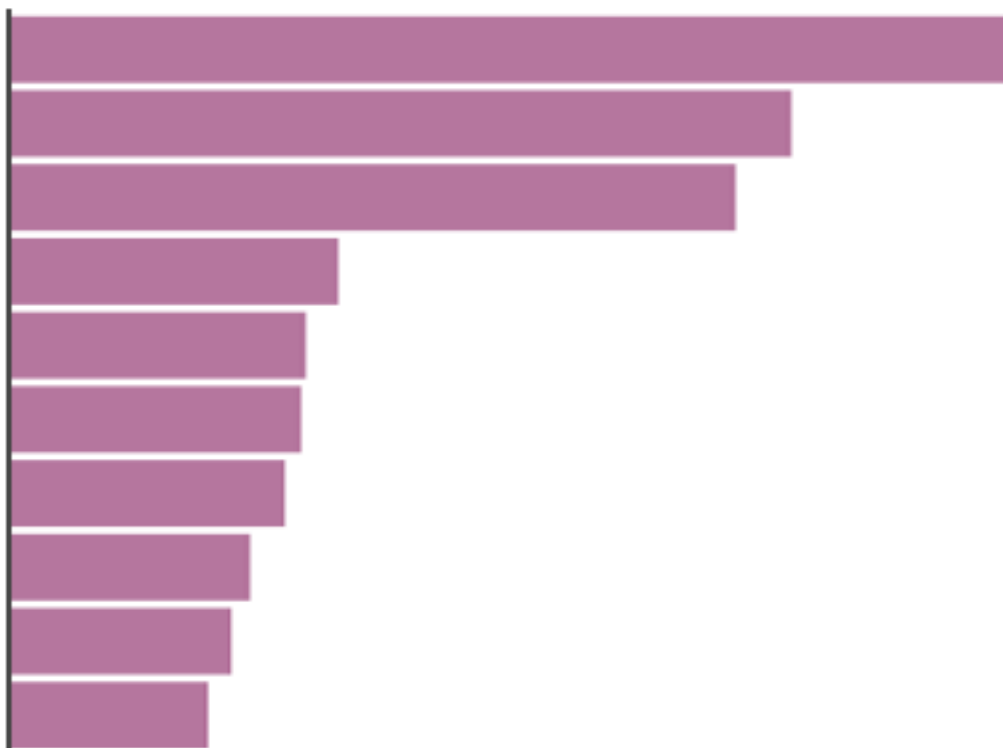


Once again, Kim Kardashian remains the most searched Pornstar by women, and Mia Khalifa is now in third place after being surpassed by Riley Reid who is sitting quite comfortably at second place for the year. There are some new additions to the list since last year, including [Brandi Love](#) (nsfw) (whom is also the co-owner and chief financial officer of two multimedia companies) and [Johnny Sins](#) (nsfw) (said to be one of the most popular performers in porn for the Millennium-class). Johnny was searched for 167% more by women, as well as [Bruce Venture](#) (nsfw) who was searched for 269% more by female viewers to the site than by men.

Most Searched for Pornstars by Women



Kim Kardashian
Riley Reid
Mia Khalifa
Lisa Ann
Farrah Abraham
Sunny Leone
James Deen
Brandi Love
Mandingo
Johnny Sins

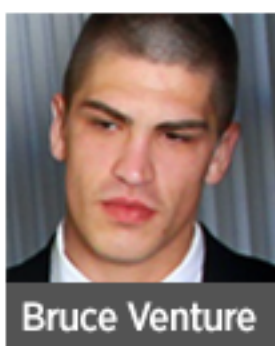


Searched More Often by Women Compared to Men



James Deen

▲ 346%



Bruce Venture

▲ 269%



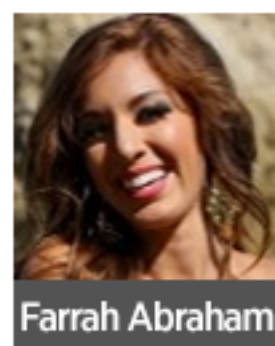
Manuel Ferrara

▲ 188%



Johnny Sins

▲ 167%



Farrah Abraham

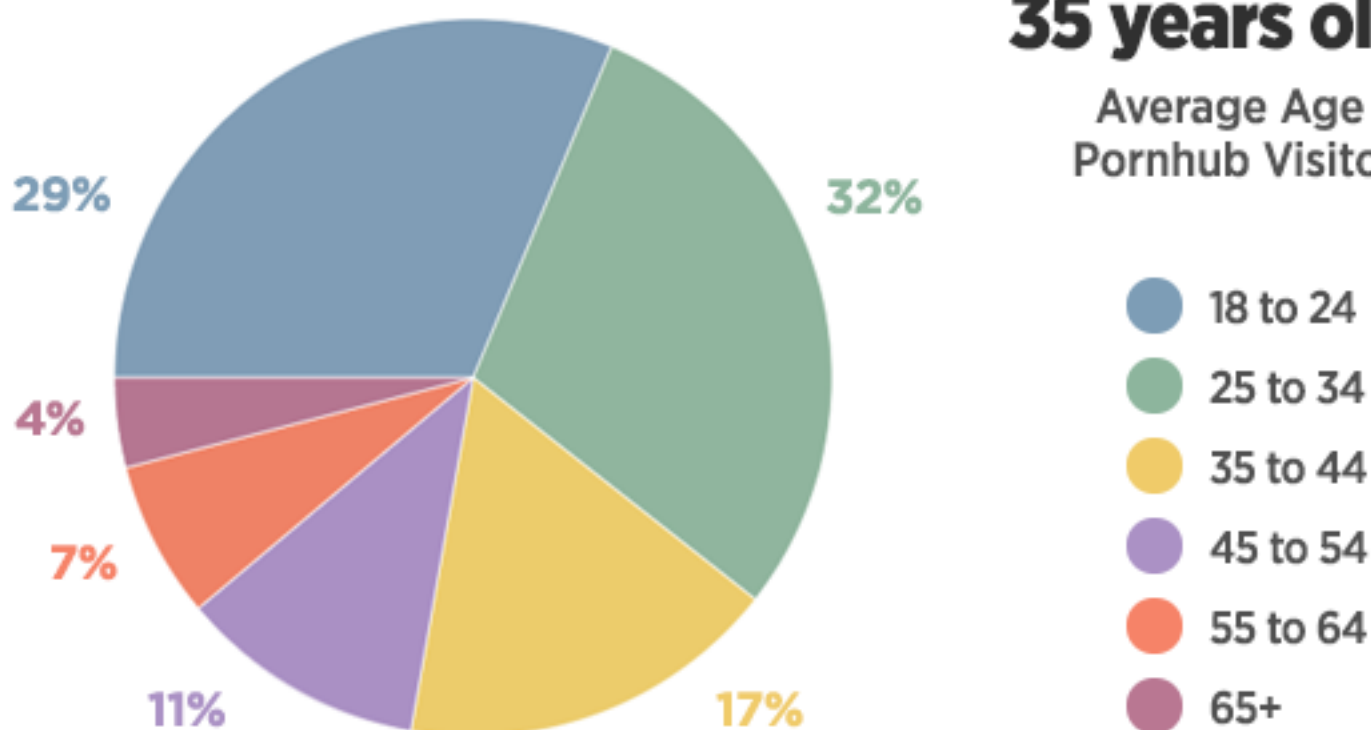
▲ 145%

PORNHUB.COM/INSIGHTS

WHAT'S YOUR NUMBER

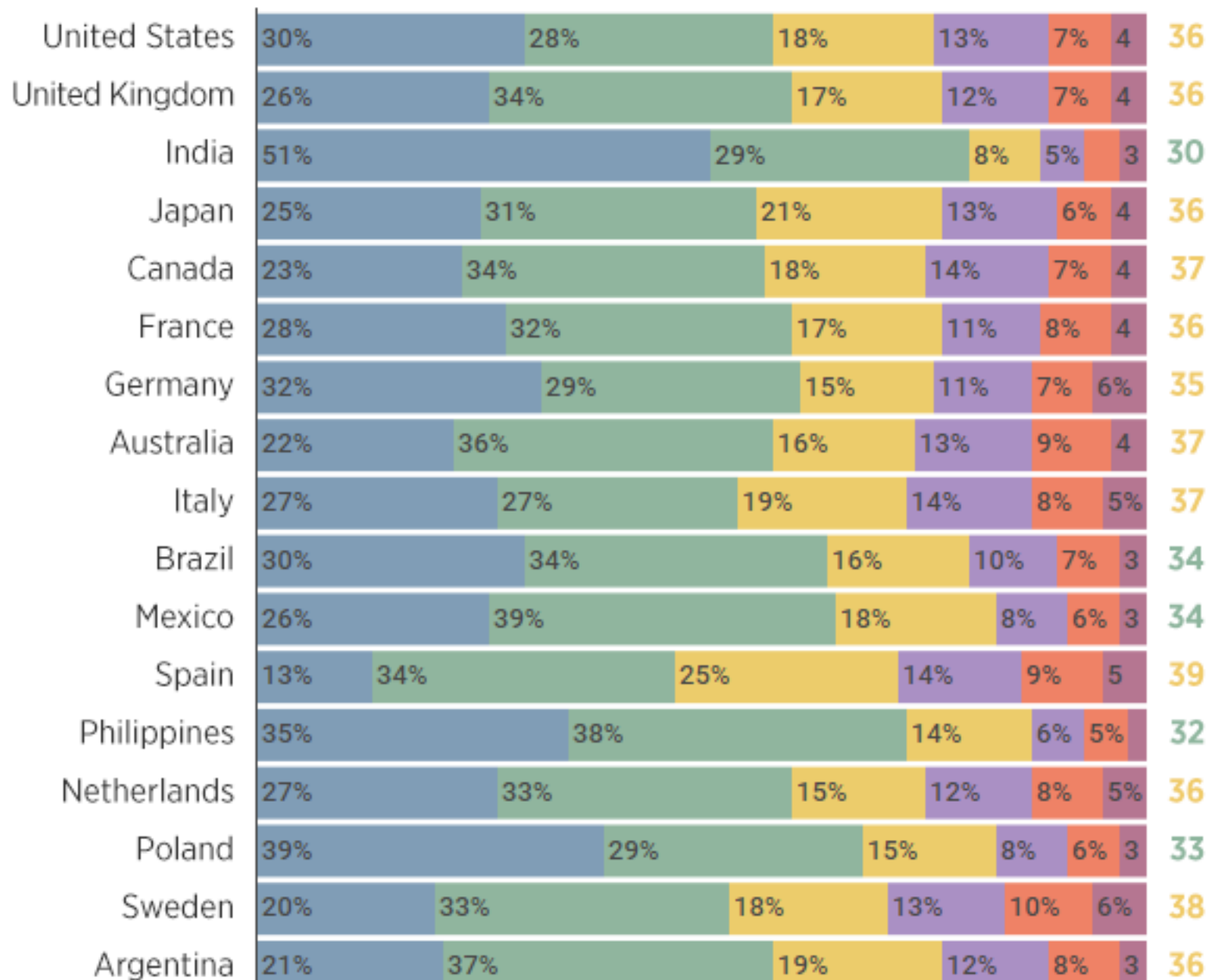
The average age of visitors to Pornhub remains 35 years old. The largest proportion of viewers to the site are between the ages of 25 and 34 year olds, making up 32% of Pornhub's visitors. Viewers between the ages of 18 and 24 made up 29% of our entire viewership in 2017, which is actually a 2% decline from last year. Out with the young, and in with the older as the saying almost goes! Viewers between the ages of 35 and 44 account for the third largest group at 17%. The 55+ crowd are not slowing down either, making up 11% of Pornhub's visitors!

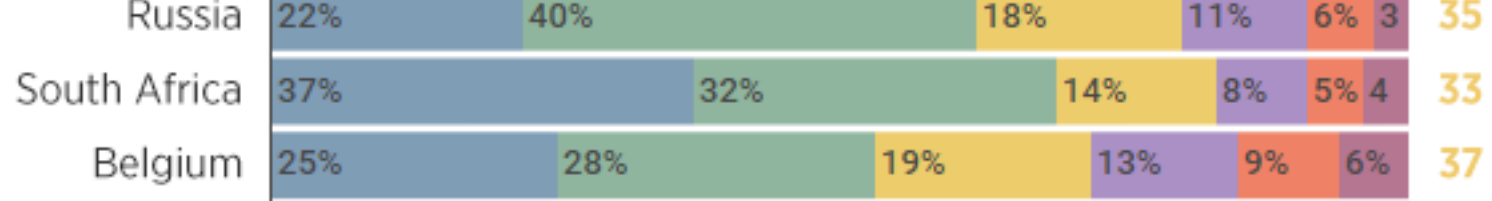
Age of Pornhub Visitors



Age Proportions in Top 20 Traffic Countries

AVERAGE
AGE





PORNHUB.COM/INSIGHTS

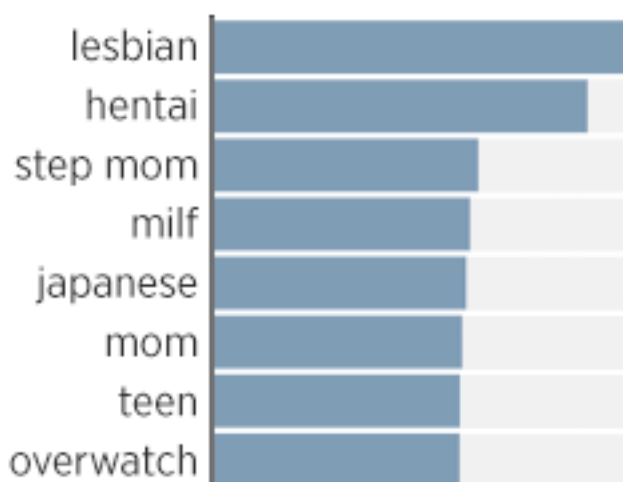
We have once again taken a closer look into each age bracket to provide some insights into what each age group most desires. 'Lesbian' is still in the top two searches for our viewers aged between 18 and 34, but has been dropped down one search position for the 35-44 year old viewers, who preferred 'milf' this year (as their second most popular search).

'Japanese' remains as the most popular search for 25-34 and 35-44 year olds in 2017. 'Japanese Wife' rose to be the second most popular search for the 65+-age range, bumping 'granny' down three searches from last year. 'Japanese Wife' also made a big appearance for the 55-64 year olds, becoming their second most popular search, with 'Japanese' becoming their third most popular search.



Popular Searches by Age Group

18 - 24



Top Gaining Searches

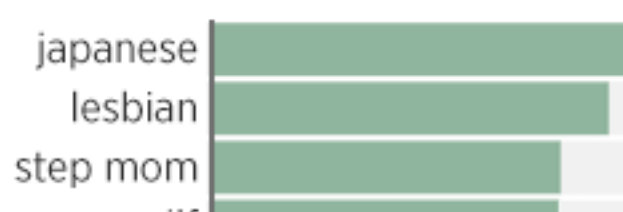
fidget spinner ► **NEW**
 twitch streamers ▲ **1133%**
 mmd ▲ **244%**

Relative Categories

Viewed more compared to other ages

Hentai **65%**
 Cartoon **55%**
 Lesbian **52%**

25 - 34



Top Gaining Searches

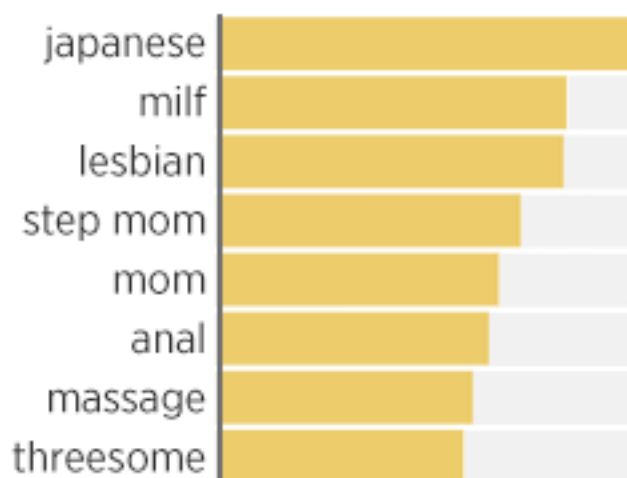
fidget spinner ► **NEW**
 cheerleader ▲ **505%**
 3d ▲ **154%**



Relative Categories
Viewed more compared to other ages

- double penetration **23%**
- ass **14%**
- ebony **12%**

35 - 44



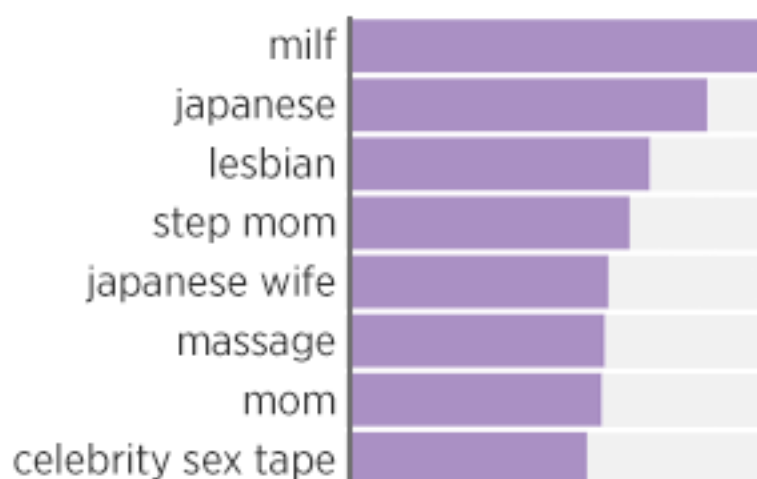
Top Gaining Searches

- cheerleader **▲382%**
- porn for women **▲356%**
- hentai **▲190%**

Relative Categories
Viewed more compared to other ages

- Anal **24%**
- Japanese **23%**
- BBW **20%**

45 - 54



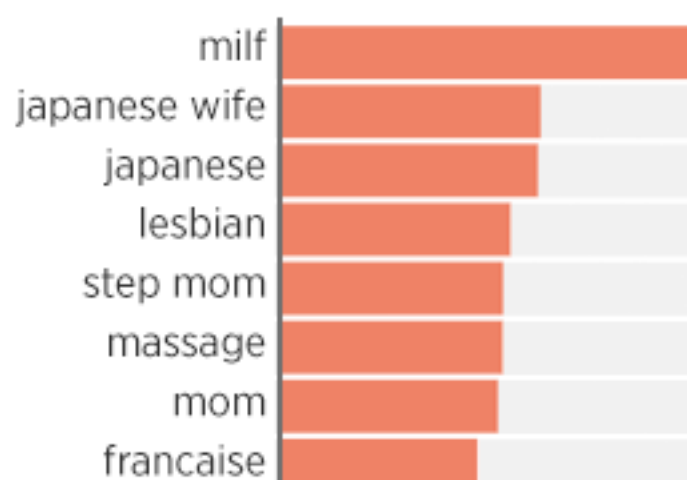
Top Gaining Searches

- porn for women **▲290%**
- tits **▲283%**
- 4k **▲172%**

Relative Categories
Viewed more compared to other ages

- Mature **41%**
- Transgender **23%**
- Japanese **20%**

55 - 64



Top Gaining Searches

- naked twerking **▲421%**
- tits **▲383%**
- stop its too big **▲217%**

Relative Categories
Viewed more compared to other ages

- Handjob **93%**
- Mature **85%**
- Old/Young **51%**

65+



Top Gaining Searches

- guys having sex **▲1011%**
- granny cougar **▲275%**
- vintage porn **▲262%**

Relative Categories
Viewed more compared to other ages



viewed more compared to other ages

Handjob **137%**
Mature **113%**
Transgender **36%**

PORNHUB.COM/INSIGHTS

‘Milf’ made its way into the top four searches for all of the age groups this year, and passed one position to be the fourth most searched for among 18-24 year olds since 2016. ‘Milf’ also remains the most popular search for the 45-54, 55-64 and 65+ age groups, for the second year in a row.

According to Dr. Laurie, “Milf is a popular category for all ages but where we can dispel some myths is in the 45+ viewership. A common perception is that middle aged men prefer to ogle the “pretty young things” over the gravity challenged physique of the mature woman, but that clearly is not the case, with the greatest increases in 45+ males. Mature women are in way better shape than a generation ago thanks to gyms and societal changes. The mature woman is very sexy again.”

There was a huge increase in searches for ‘Twitch Streamers’ for the 18-24 year olds this year (+1133%); this was also the only age range that took interest in searching for ‘Fidget Spinners’. ‘Hentai’ (+65%) and ‘Cartoon’ (+55%) were once again viewed more by this age group than any other, but by smaller percentages, meaning the other ages are taking more of an interest! ‘Massage’ also became a more popular search this year, making its way onto every age group’s top searches, except for the 18-24 year olds, who didn’t seem to get the message.

“The prevalence of massage parlors in almost every major city offering happy endings surely contributes to the gains in this category. For the patrons that have already indulged, it allows them to re-live their experience and allows the “inexperienced” an opportunity to explore the fantasy” says Dr. Laurie.

THE MEDIUM IS THE MESSAGE

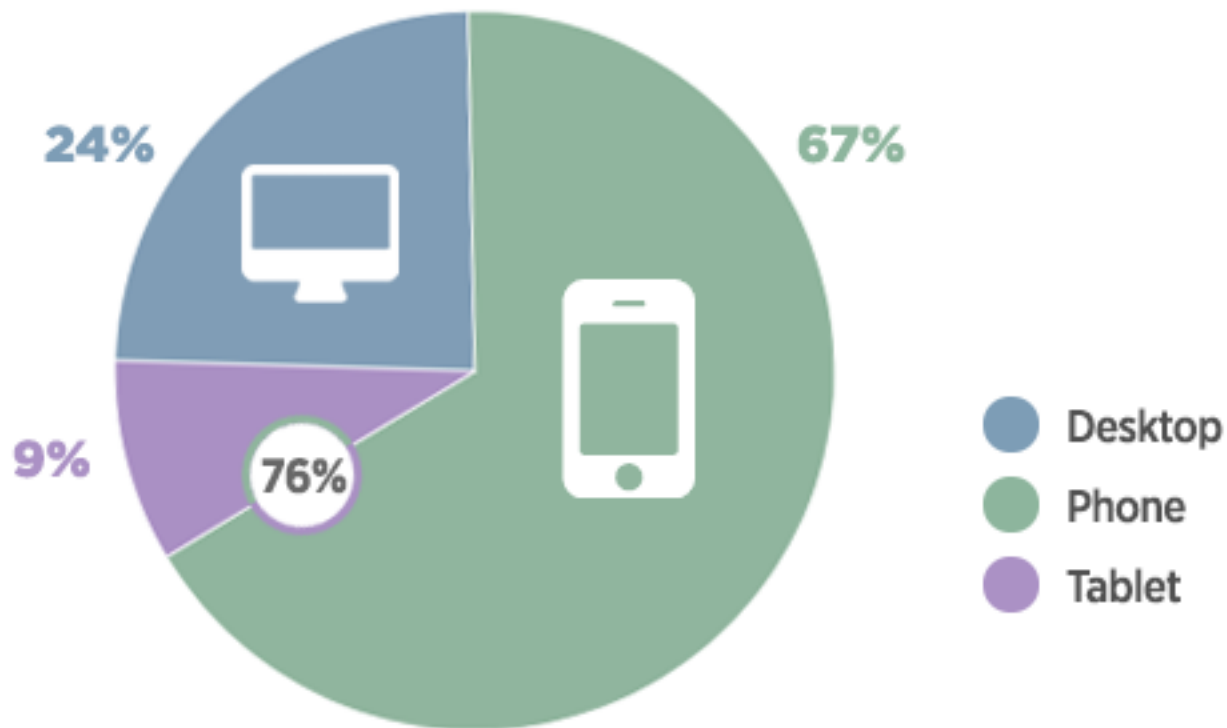
In his 1964 book “Understanding Media”, philosopher Marshall McLuhan

famously proposed that “the medium is the message”, meaning that the medium on which content is consumed is often as noteworthy as the content it carries. In the same way, Pornhub statisticians closely study the types of devices on which porn is watched. Over the last several years, mobile devices like smartphones and tablets have become the primary medium on which most people enjoy visiting Pornhub.

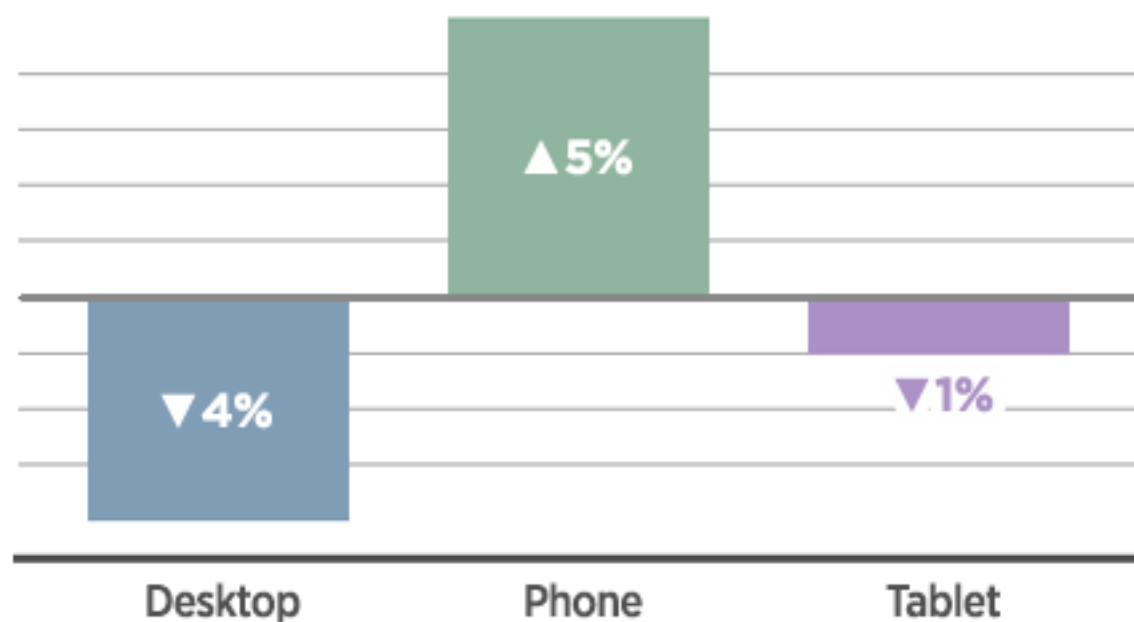
DEVICES

Throughout 2017 smartphones continued to rise a further 5% in market share, now representing 67% of all traffic, joined by tablets making up a further 9%. Desktop (and laptop) computers now make up less than a quarter of all Pornhub traffic. Some countries had substantial increases in smartphone use, such as South Korea with 74% growth in market share and an increase of 79% in Cuba.

Traffic by Phone, Desktop & Tablet



Change in Traffic Share from 2016 to 2017



Countries with Increases in Phone Traffic Share



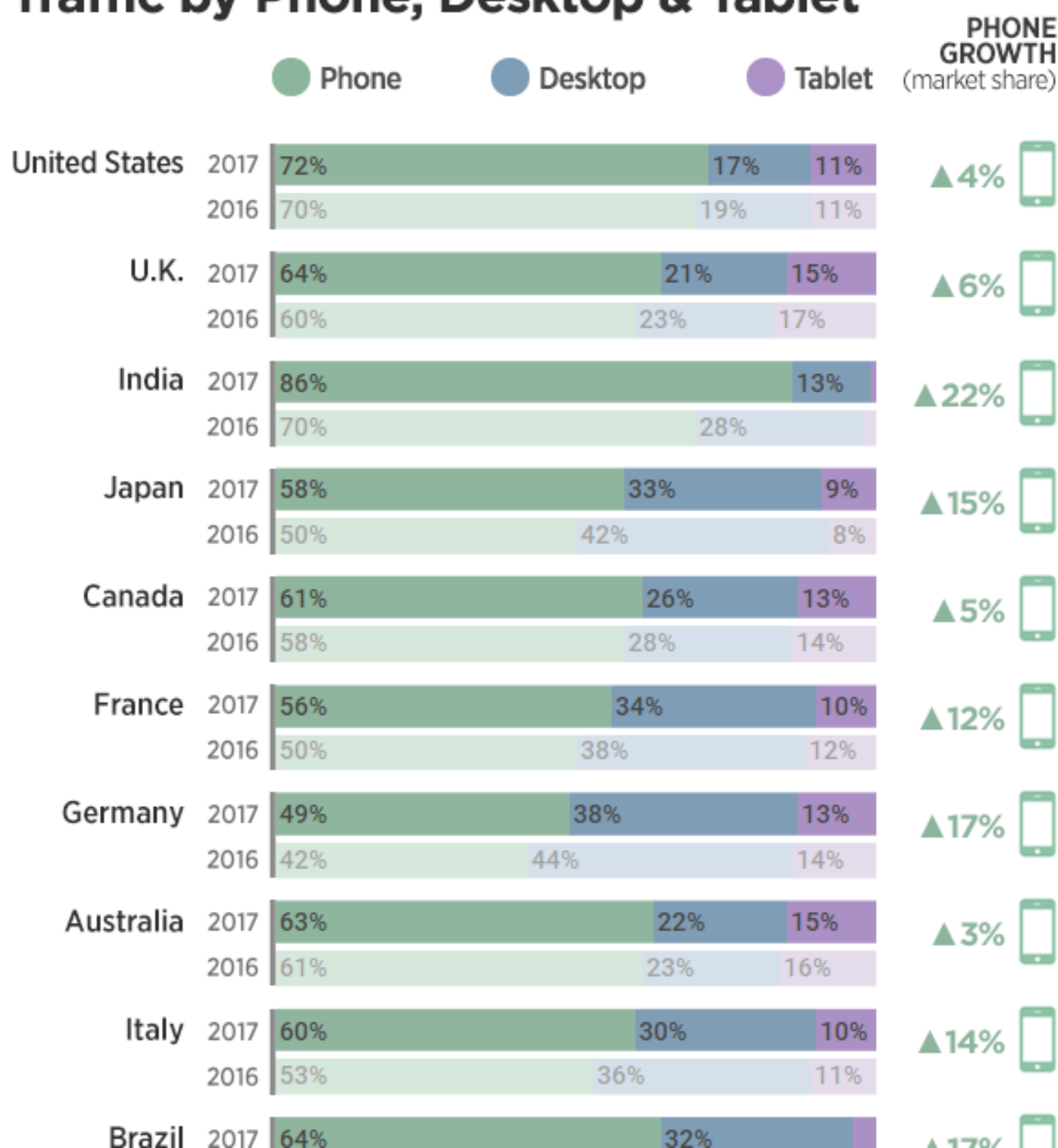
S. Korea ▲ 74%	Ukraine ▲ 52%	Sri Lanka ▲ 29%	Peru ▲ 26%
Cuba ▲ 79%	Belarus ▲ 35%	Colombia ▲ 26%	Serbia ▲ 23%

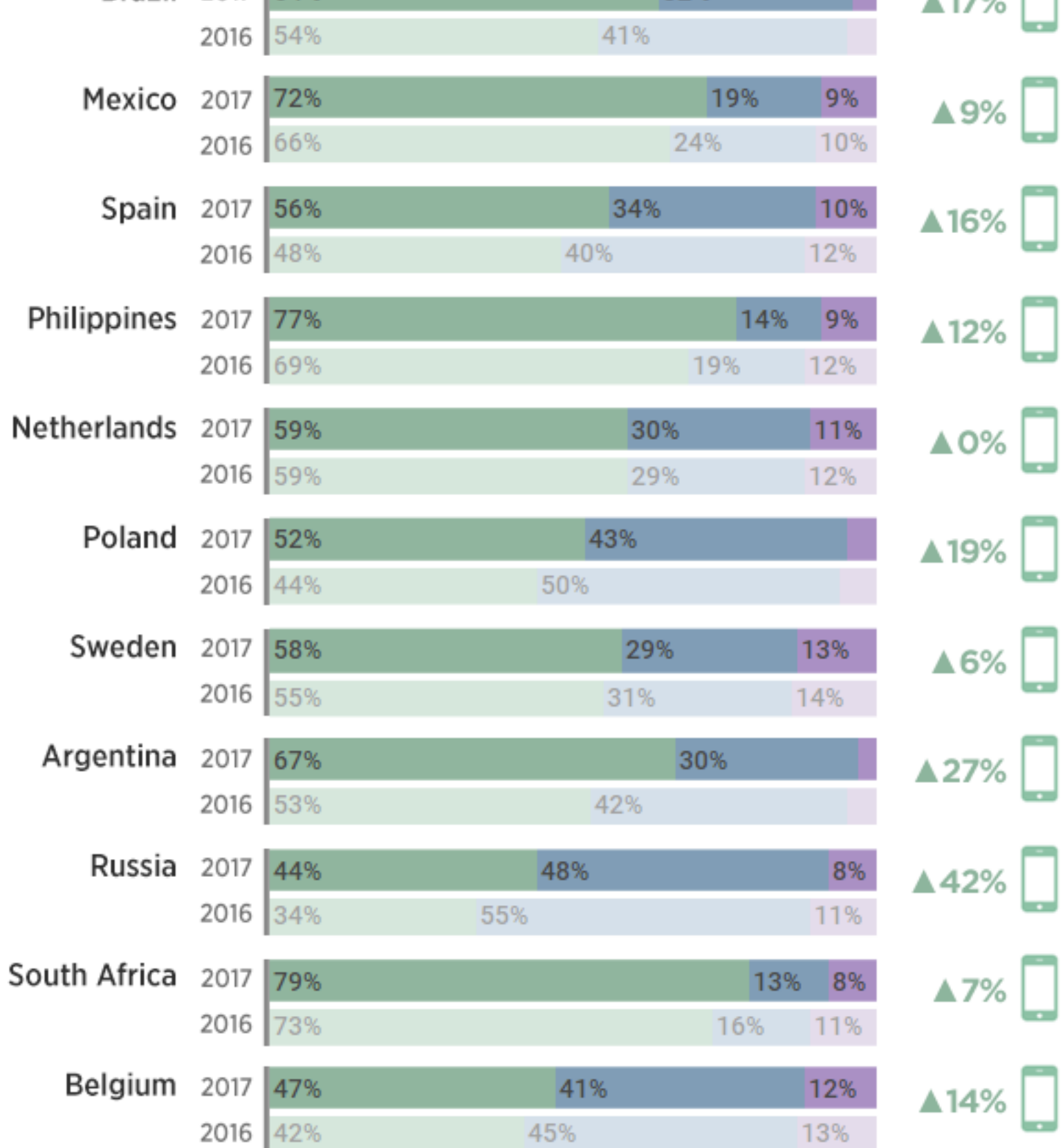
Many of Pornhub's top 20 traffic countries have the largest share of smartphone visits, and all had further growth in 2017. In the United States,

83% of all visitors are now using mobile devices. Across North America we also see 81% mobile use from Mexico and 74% from Canada. Highest amongst the Top 20 are South Africa and India, where 87% of visitors are on mobile devices. India's 22% increase in smartphone market share was most likely due to their inexpensive and unlimited cellular data plans. There are however some exceptions. While Russia saw a 47% increase in Smartphone market share compared to 2016, it still lags behind other Top 20 countries with nearly half of visitors still using desktop computers.



Traffic by Phone, Desktop & Tablet





PORNHUB.COM/INSIGHTS

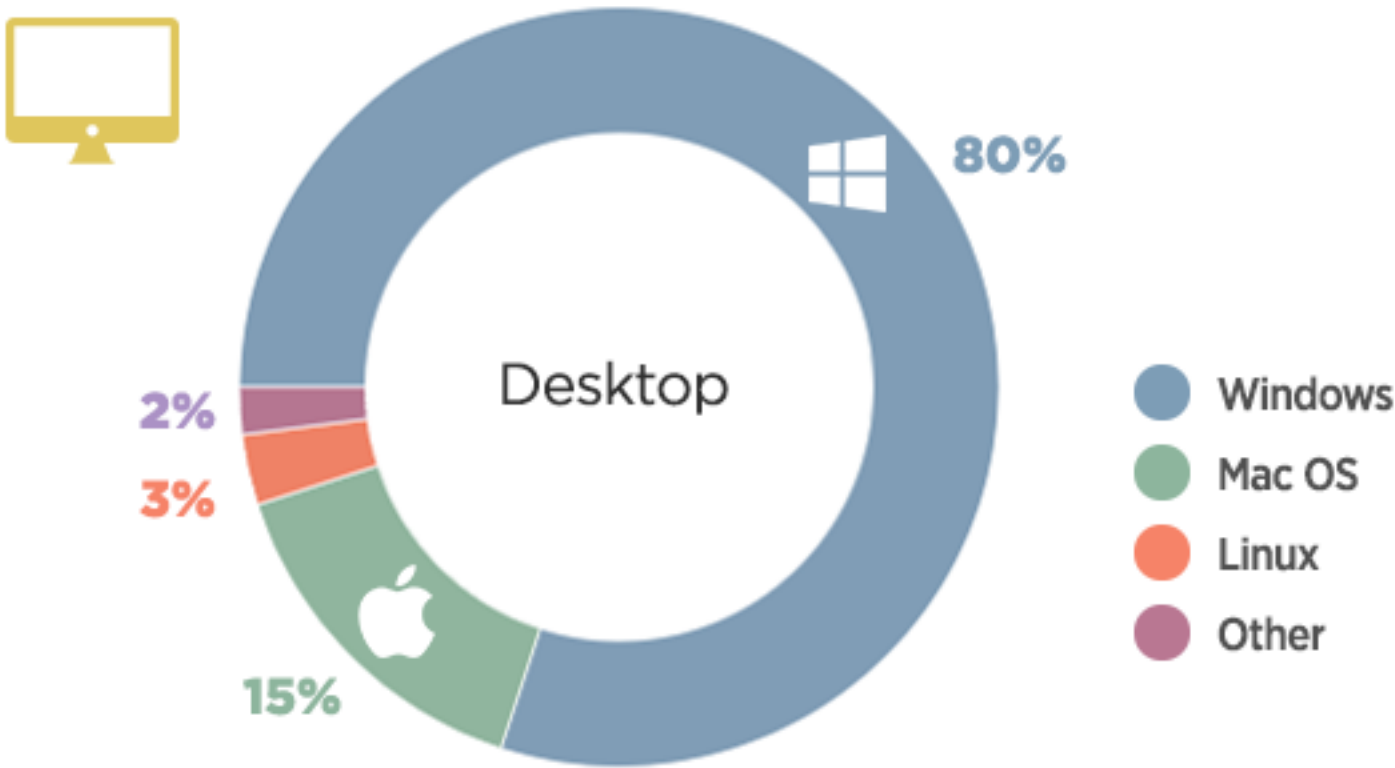
OPERATING SYSTEMS

With more than 80 million daily visitors, studying the operating systems by which visitors use Pornhub can give us insight into broader industry trends. Through 2017 Windows maintained 80% of desktop traffic, while Mac OS increased its share by 10%. Much of Mac's gain came from other operating systems like Linux which now represents just 3% of desktop traffic.

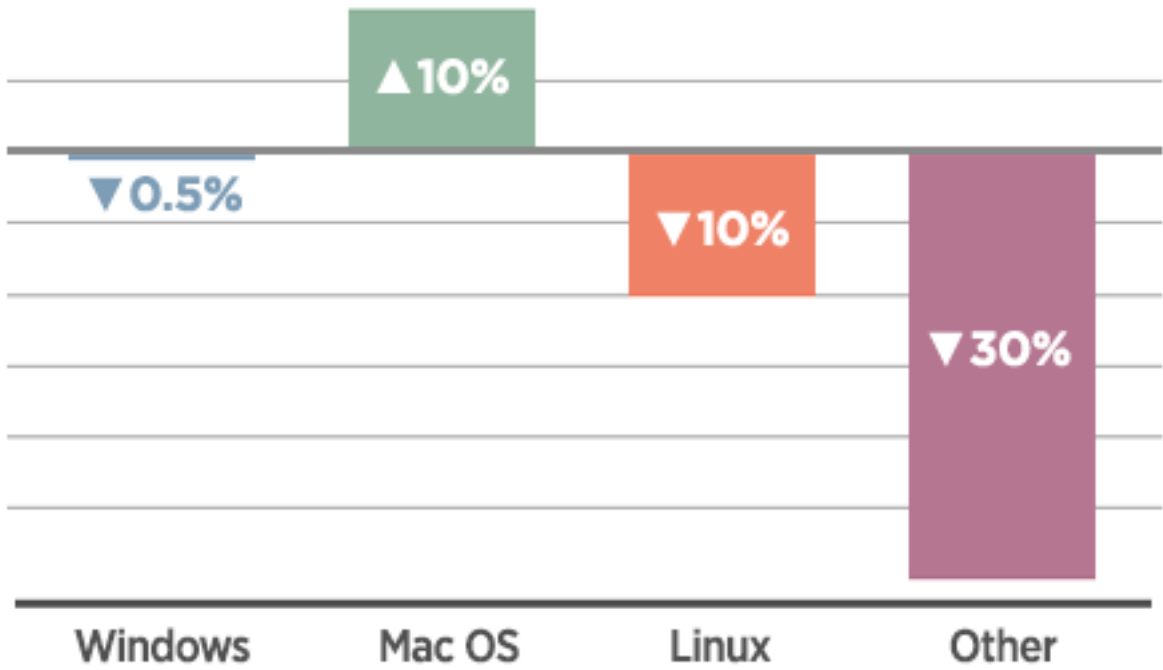
Among mobile operating systems, Android devices gained 6% market

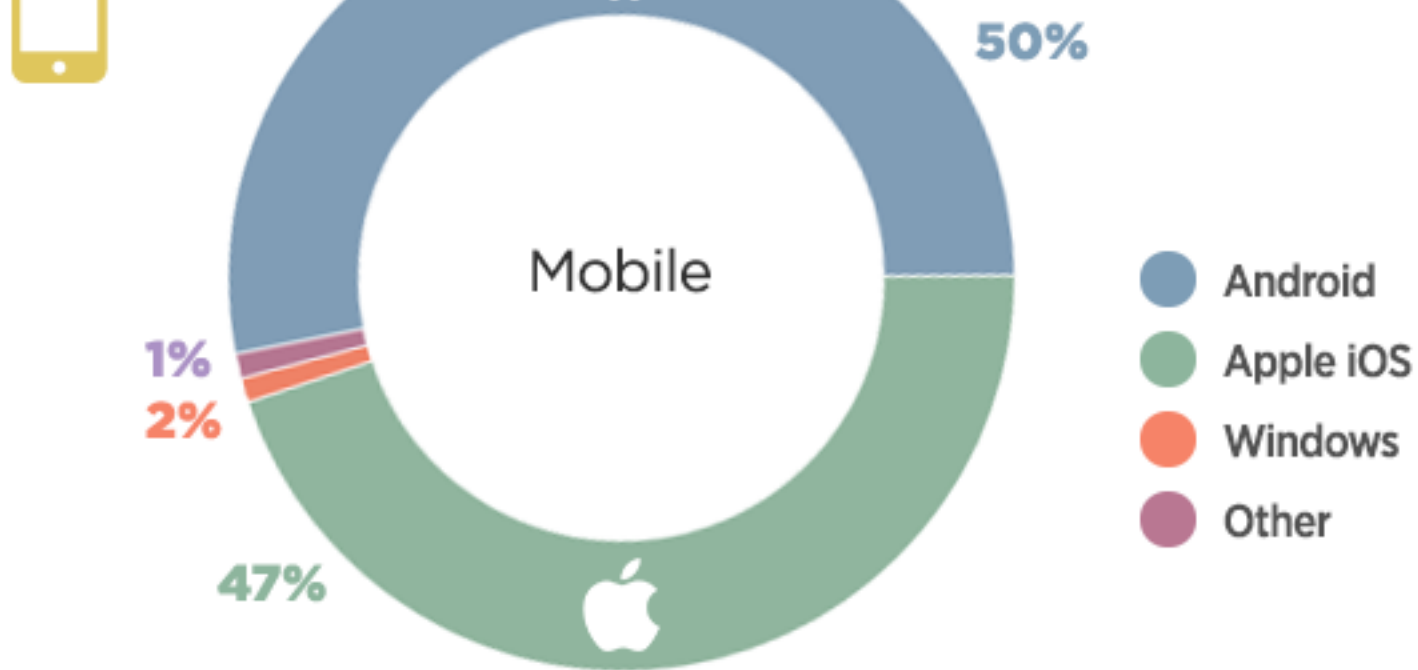
share and now represent 50% of all mobile traffic. Apple's iOS share dropped by 4%, but still represents 47% of mobile traffic. The largest decrease came from Windows mobile, with its share dropping 55% since 2016, now making up just 2% of mobile visits.

Traffic by Operating System

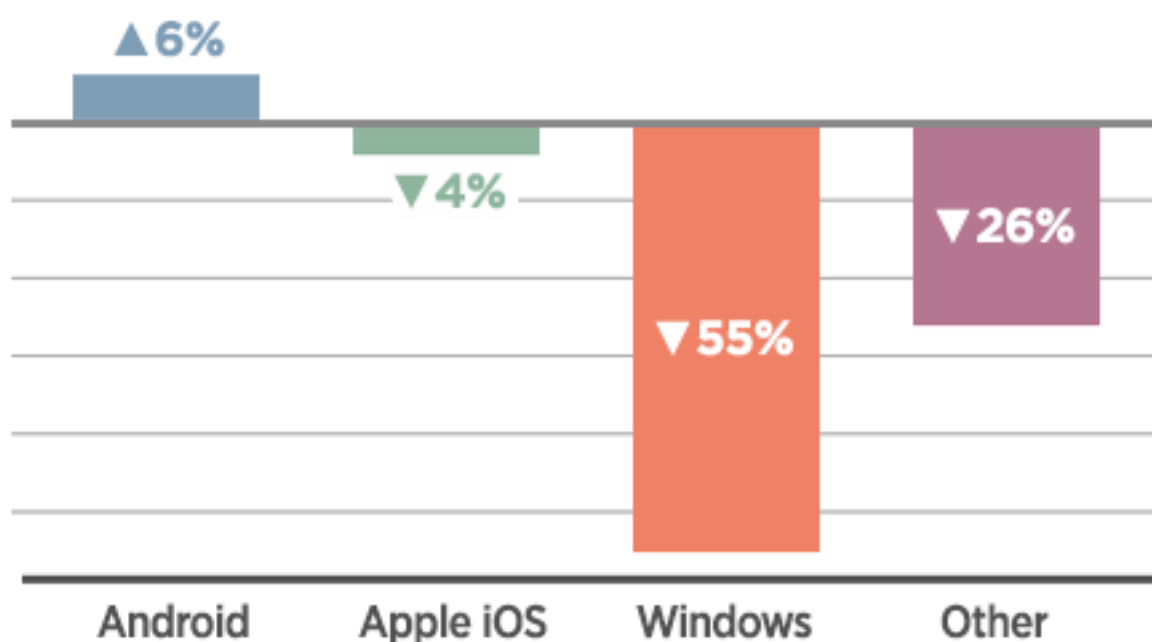


Change in Traffic Share from 2016 to 2017





Change in Traffic Share from 2016 to 2017



PORNHUB.COM/INSIGHTS

WEB BROWSERS

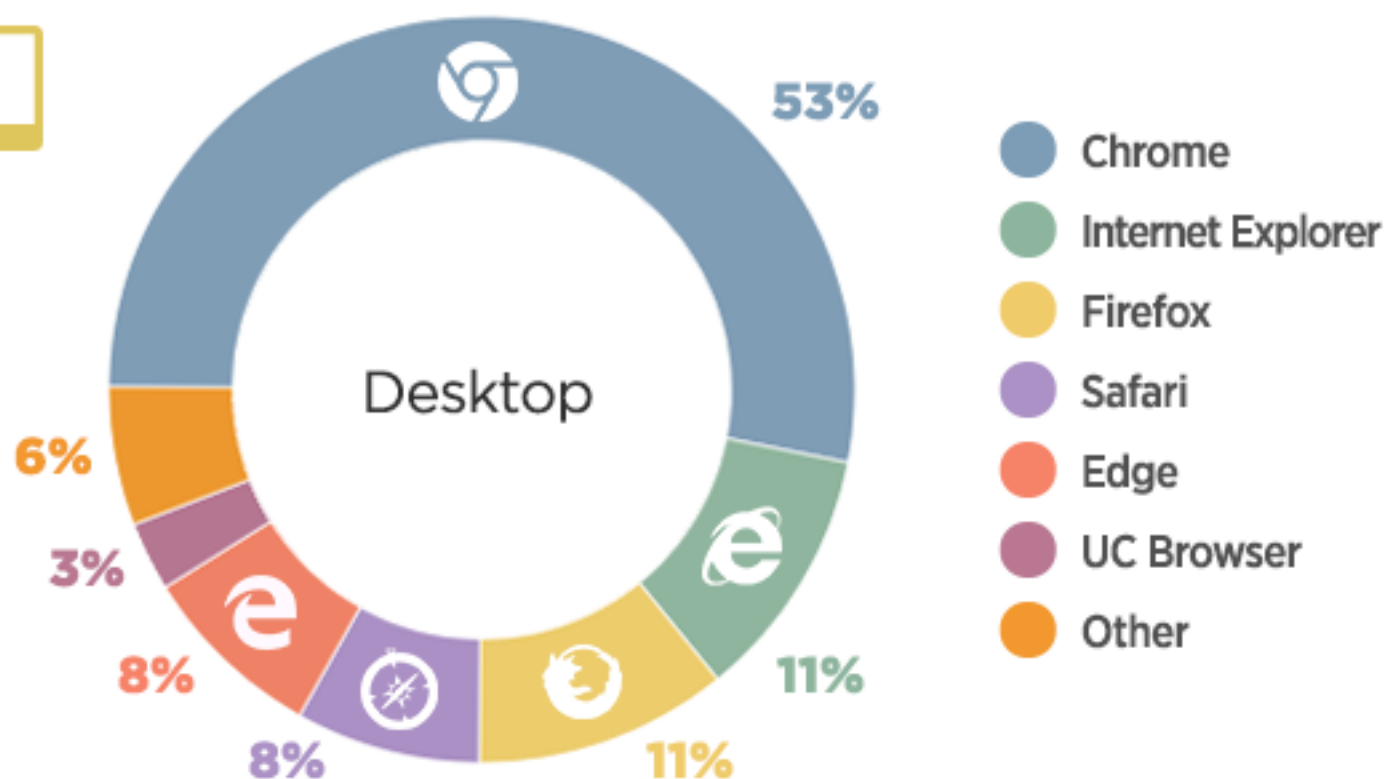
Regardless of their device of choice, today's computer users have no shortage of web browsers on which to view online content. On desktop computers, Google's Chrome remained the number one choice, increasing slightly to now represent 53% of all visits. Internet Explore and Firefox both saw decreases in shares since 2016, and are now tied for 11% of traffic each. Microsoft's Edge browser increased its shares by 31% and UC Browser gained 11% in popularity.

2017
year in review

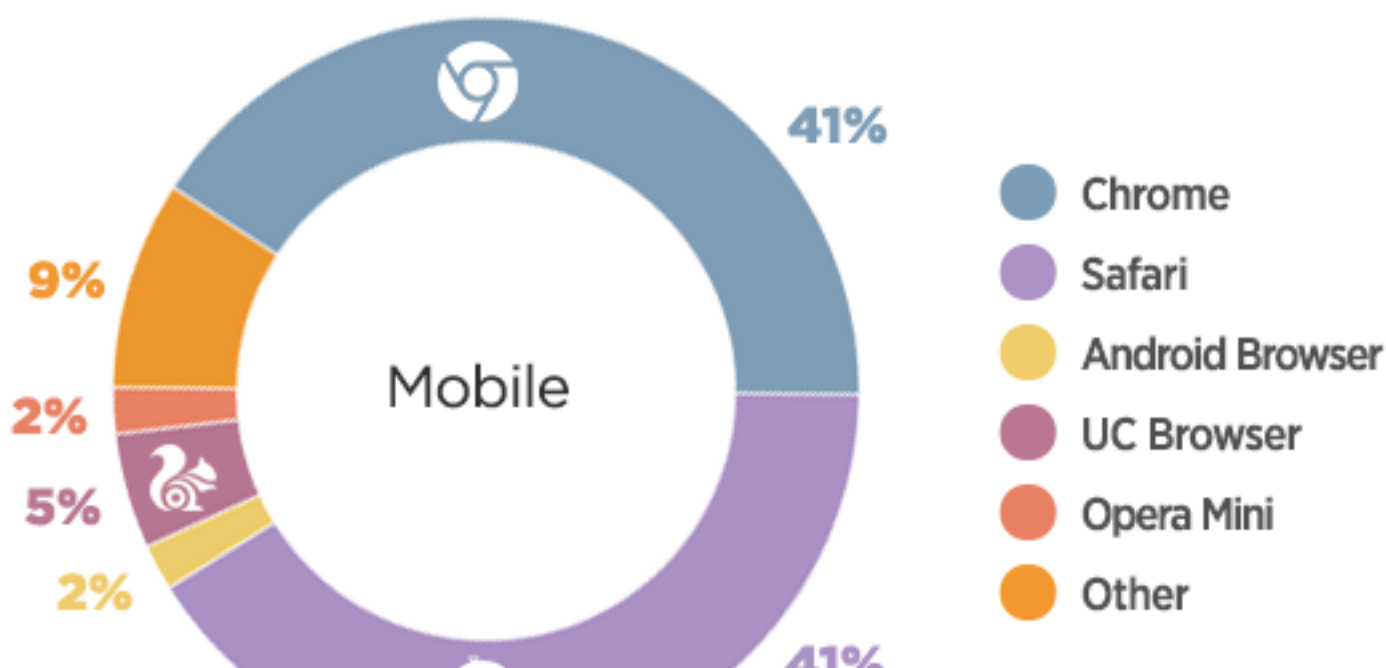
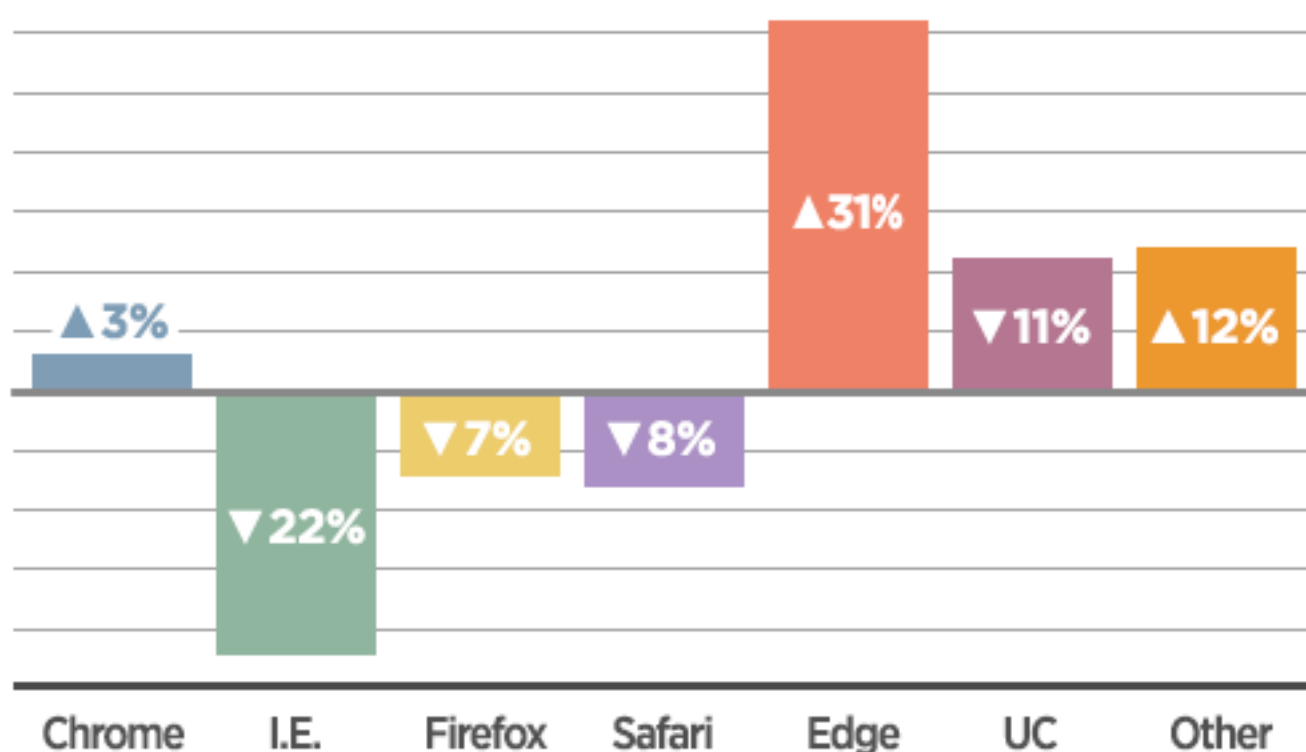
Pornhub

Traffic by Web Browser

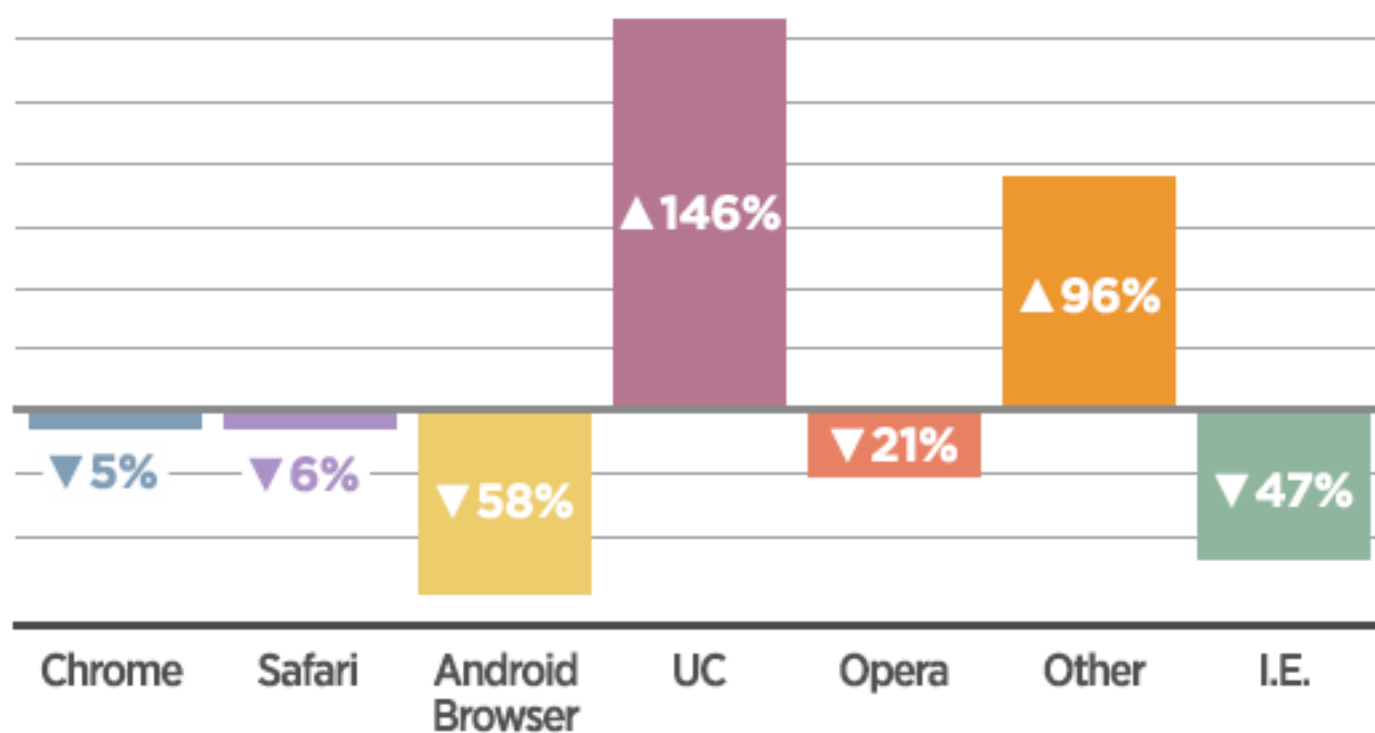
Traffic by Web Browser



Change in Traffic Share from 2016 to 2017



Change in Traffic Share from 2016 to 2017



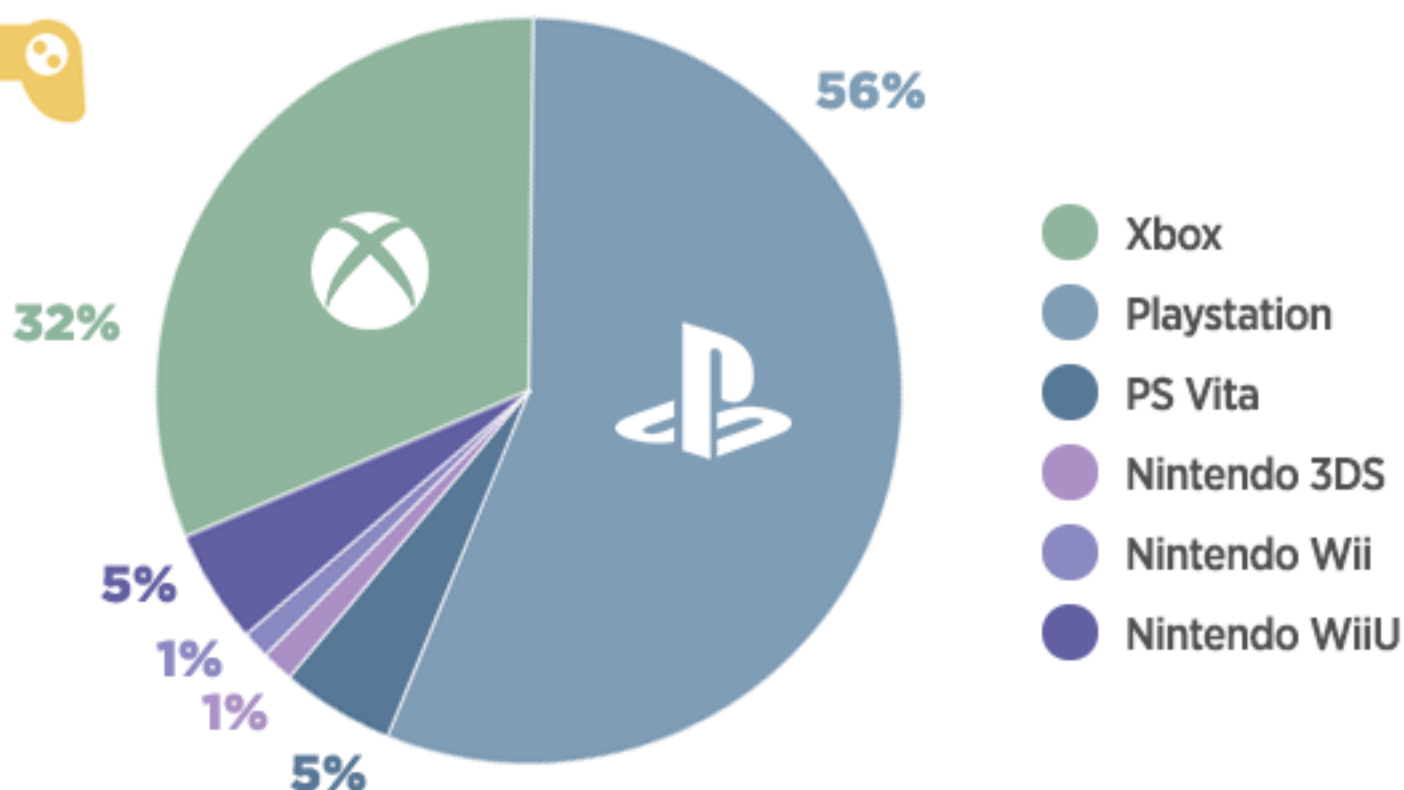
[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

On mobile devices, mainstay browsers like Chrome, Safari, Opera and Internet Explorer all saw decreases in shares, although Chrome and Safari are still tied at 41% of mobile traffic each. The decrease came as new browsers gained traction like China's UC Browser, which gained 146% in market shares since 2016. Various other browsers also grew their shares by 96% now representing 9% use across all mobile devices.

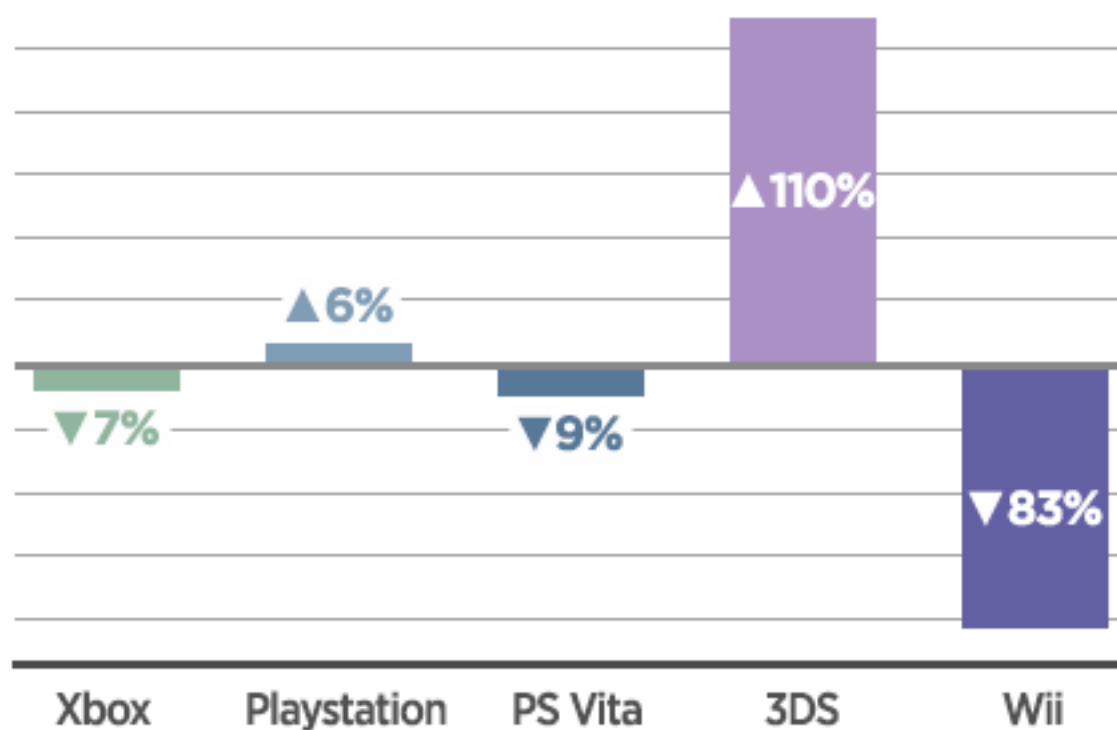
GAME CONSOLES

Pornhub's development team works tirelessly to make sure that users can enjoy their experience on a wide variety of devices, and that includes visiting Pornhub on game consoles. What could be better than taking a break from playing games to play with yourself? And you don't even have to leave your seat. Xbox's share of console traffic dropped by 6% since 2016, while Playstation gained once again to now represent 56% of gamers watching porn. Nintendo's portable 3DS had a large increase in market share but still only makes up 1% of game device traffic.

Traffic by Game Console



Change in Traffic Share from 2016 to 2017



Nintendo's original Wii had a large decrease, while the updated WiiU now accounts for 5% of console visits. Nintendo's newest Switch doesn't yet have a browser, although it's rumored that one will be implemented sometime in 2018 — at which time you can be sure Pornhub's development team will work to ensure full support.

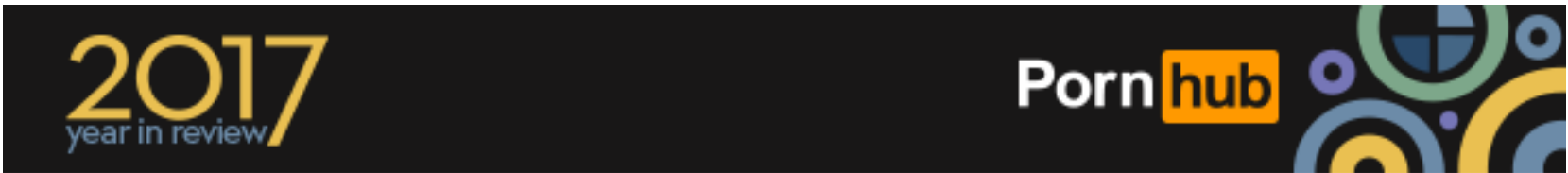
To coincide with International Women’s Day in March, Pornhub Insights provided a detailed study on [Women and Technology](#) detailing how our female visitors differ from men when it comes to the devices, browsers and operating systems they use.

WHO TURNED US ON IN 2017

You searched for them on Pornhub and we researched why! Here is our list of the most searched for celebrities of 2017. Beginning with [Kim K](#) on October 21st, her 37th birthday, she received the most searches on our celebrity list, confirming everyone loves her birthday suit with 22,744,478 searches totaling up to a 654% increase from her regular searches per day! This was also the day she [famously proclaimed](#): “Feeling like I found the meaning of life, finally!”

Selena Gomez was the second most searched for celebrity on Pornhub this year, with a notable spike on March 19th, which was the same day The Weeknd posted a video of her on his Instagram Story during a visit to the aquarium, which much of the world took an official confirmation of their relationship status. Selena’s current beau the Biebz got searches soaring on Pornhub with an increase of 162% on August 9th, which was the day he cancelled the rest of his ‘Purpose’ tour.

‘Lena the Plug’ received the third highest increase in searches per day on December 11th, when she posted a video titled “Q&A (confidence, being a YouTuber, relationship advice...)” which received 86,562 views on YouTube and resulted in 9,898,921 on our site (a 293% increase from her regular searches). In 2017 Lena gave her first hand job, and in 2018 she will do her first poetry reading!



The Most Searched for Celebrities of 2017

2017 Searches Peak Increase

Kim Kardashian - Reality TV / Pornstar 22,744,478 ▲654% Oct. 21

Selena Gomez - Singer / Songwriter	10,441,483	▲169%	Mar. 19
Lena the plug - Social Media / YouTuber	9,898,921	▲293%	11-Dec
SSSniperwolf - YouTuber / Gamer	5,607,073	▲3108%	31-Jul
Gal Gadot - Actress / Wonder Woman	4,688,940	▲1154%	15-Dec
Bella Thorne - Actress / Singer	3,996,319	▲3828%	23-Jul
Kylie Jenner - Reality TV / Kardashian	3,959,834	▲378%	13-Jul
Celestia Vega - YouTuber / Gamer	2,679,118	▲563%	17-Aug
Emily Ratajkowski - Actress / Model	2,367,490	▲208%	3-Jul
Taylor Swift - Singer / Songwriter	2,107,551	▲1303%	13-Sep
Cardi B - Social Media / Hip Hop Artist	1,873,705	▲654%	19-Dec
Justin Bieber - Singer / Songwriter	1,800,027	▲162%	29-Aug
Beyonce - Singer / Songwriter	1,612,480	▲83%	2-Feb
Meghan Markle - Actress / Future Princess	1,322,982	▲5908%	29-Nov
Ivanka Trump - First Daughter	1,103,086	▲1704%	30-Nov
Melania Trump - Model / First Lady	1,049,472	▲1177%	21-Jan
Khloe Kardashian - Reality TV / Kardashian	1,006,449	▲217%	8-Jul
Tana Mongeau - YouTuber	969,138	▲6509%	17-Mar
Kendall Jenner - Reality TV / Kardashian	816,042	▲192%	2-May
Hugh Hefner - Publisher / Iconic Playboy	700,830	▲7477%	30-Sep
Kourtney Kardashian - Reality TV / Kardashian	573,596	▲809%	26-Apr
Donald Trump - Social Media / U.S. President	424,930	▲787%	20-Feb
Serena Williams - Tennis Player	418,251	▲739%	28-Jan
Avril Lavigne - Singer / Songwriter	399,896	▲670%	8-Aug
Charlotte McKinney - Model / Actress	362,386	▲339%	30-May
Pewdiepie - YouTuber / Gamer	271,934	▲223%	27-May
Cristiano Ronaldo - Footballer	219,918	▲251%	4-Jun
Pornhub Aria - Social Media Personality	177,833	▲1154%	14-Feb
Shawn Mendes - Singer / Songwriter	95,377	▲1342%	28-Jul
Harry styles - Singer / Songwriter	48,559	▲1569%	26-Jun
Kathy Griffin - Actress / Comedian	45,669	▲8580%	31-May

Searches for our very own, Pornhub Aria (social media royalty) increased by a whopping 1154% on [Valentine's Day](#), thanks to her super sexy pics promoting our annual Free Premium giveaway on the holiday. Searches for soon to be 'Princess' [Meghan Markle](#) (actor) shot up by 5908% on November 29th, the day Prince Harry and Meghan announced their engagement. Cardi B (Hip Hop Artist), Serena Williams (Tennis Player), Bella Thorne (actor/singer) and last but not least Beyonce, all had some big surges in searches as well, the latter's occurring primarily on the day she announced on Instagram that she was having twins. It really is all fun and *games* though, with several gamers making the list (SSSniperwolf, Pewdiepie and Celestia Vega) with everyone's favorite redhead Kathy Griffin closing the list with an 8580% increase in searches the day CNN announced her termination after she posted a now infamous photograph.



Popular Movie and Character Searches

	2017 Searches	Peak Increase
Harley Quinn - DC Character	8,329,929	▲70% 21-May
Wonder Woman - DC Character	6,154,017	▲281% 4-Jun
Batman - DC Character	3,157,620	▲1595% 3-Dec
Avengers - Marvel Super Hero Group	2,445,676	▲99% 4-May
Spiderman - Marvel Character	1,575,233	▲338% 10-Jul
Justice League - DC Super Hero Group	984,934	▲1296% 23-Nov
Captain America - Marvel Character	760,536	▲119% 25-Jan
Superman - DC Character	590,931	▲398% 17-May
Deadpool - Marvel Character	513,169	▲51% 3-Dec
Rey - Star Wars Character	337,705	▲736% 15-Dec
Joker - DC Character	200,356	▲89% 7-Jan
Guardians of the Galaxy - Marvel Group	137,566	▲953% 7-May
Thor - Marvel Character	121,133	▲1206% 6-Nov

This year's list of popular movie character searches displays an ongoing rivalry between Marvel Superheroes vs. DC Characters and then of course Rey (portrayed by Daisy Ridley) from Star Wars, who was also on last year's list, returns again this year with a bang when the 'The Last Jedi' opened in theaters with a 736% bump up in searches. Harley Quinn (Suicide Squad) holds it down with the search volume increase with over 8 million searches, on May 21st, perhaps due to the release of the new 'Harley Quinn' 26-episode animated series. It is no wonder that Wonder Woman searches shot up by 281% on the film's premiere date landing her with the second highest number of searches on this list for 2017. Batman got bumped down to third position from last year but holds on to a superhero's share of searches, with a 1595% boost.

PLAYING WITH YOURSELF

Some games will never be played out; this year's list looks a lot like last year's list, but in a very different order. Overwatch and seemingly all of its characters have teamed up to completely dominate the searches in this department. So it's no surprise that the top three most searched are all from Overwatch, with D.Va), Mercy and Tracer come in at first, second and third place respectively. Misty (formerly traveling partner of Ash) from Pokemon made it to fourth place with a 120% boost. Lara Croft, from Tomb Raider will likely never not be on the game character top searches list, though the day PlayStation Portable released 'Tomb Raider: Legend' people raided the internet in search of her name, resulting in a 61% bump up in searches. In order to not create any kind of mortal enemies, it's worth mentioning Mileena (from Mortal Kombat) came in fourth place, with a 997% boost!

Game Character Searches

	2017 Searches	Peak Increase
D. Va - Overwatch	3,941,700	▲536% 12-Mar
Mercy - Overwatch	2,784,909	▲96% 15-Oct
Tracer - Overwatch	2,652,234	▲220% 11-Jan
Misty - Pokemon	2,600,507	▲120% 16-Aug
Lara Croft - Tomb Raider	2,234,091	▲61% 8-Jan
Zelda - Legend of Zelda	2,102,260	▲129% 12-Mar
Mileena - Mortal Kombat	1,615,827	▲997% 28-Apr
Widowmaker - Overwatch	1,442,063	▲231% 9-Aug
Dawn - Pokemon	1,152,905	▲668% 16-Apr
Ash - Pokemon	902,881	▲98% 20-Jan
Sombra - Overwatch	876,712	▲179% 9-Aug
Serena - Pokemon	817,621	▲440% 12-Sep
Gardevoir - Pokemon	355,335	▲159% 20-Jun
Kitana - Mortal Kombat	339,088	▲214% 27-Sep
Pharah - Overwatch	321,345	▲76% 27-Aug
Pikachu - Pokemon	221,607	▲69% 7-Jan

PORNHUB.COM/INSIGHTS

PORNHUB INTERRUPTED

Just like you knew we would! Here we are examining how the various holidays, sporting events and entertainment events have affected traffic to the site worldwide. New Year, same us (for the most part).

TUNE IN AND TUNE OUT

This year's major television events and live broadcasts have once again had an impact on traffic to the site. The American Music Awards, which has managed to take the number one spot with a 6% decrease in traffic

knocked the Golden Globes down several spots on the list. The Academy Awards remain to have the second largest effect on site traffic this year, with a one percent increase from last. The Golden Globes (-4%) and The Grammy Awards (-4%) had the same impact on site traffic in 2017.

If you were wondering how the Great British Bake Off finale impacted people getting off on Pornhub this year, the answer is traffic declined by 3% in the UK. The German show Tatort's 'Hardcore' episode (a television series that has been running since 1970!) caused the biggest blow to site traffic, dropping by 15% in Germany. The Late Late Toy Show, unwrapped on December 1st in Ireland, making for a 12% dip in traffic to the site. The Big Bang Theory premier caused a pause in all the other banging, dropping traffic down by 5%. During [Apple's Live iPhone X Event](#), traffic from Apple-based mobile devices dropped by 12%.

TV and Live Broadcast Traffic Changes



19-Nov	American Music Awards	▼6%	United States
26-Feb	Academy Awards	▼5%	United States
8-Jan	Golden Globes	▼4%	United States
12-Feb	Grammy Awards	▼4%	United States
17-Sep	Emmy Awards	▼3%	United States
8-Nov	Country Music Awards	▼3%	United States
27-Aug	Video Music Awards	▼3%	United States



8-Oct	Tatort 'Hardcore' Episode	▼15%	Germany
1-Dec	The Late Late Toy Show	▼12%	Ireland
12-Sep	iPhone X Live Event	▼12%	World iOS Traffic
13-May	Eurovision Song Contest Finale	▼10%	Europe
16-Dec	Strictly Come Dancing Finale	▼8%	United Kingdom
7-Apr	Walking Dead Season 7 Finale	▼6%	United States
22-Oct	Walking Dead Season 8 Premiere ..	▼5%	United States
25-Sep	Big Bang Theory Premiere	▼5%	United States
16-Jul	Game of Thrones Premiere	▼4%	United States
27-Aug	Game of Thrones Finale	▼4%	United States
31-Oct	Great British Bake Off	▼3%	United Kingdom
9-Sep	Miss Italy Competition Finale	▼3%	Italy
26-Sep	The Voice Season 13 Premiere	▼3%	United States

PORNHUB.COM/INSIGHTS

LIVE SPORTING EVENTS

Many of Pornhub's biggest traffic drops happen during live sporting events. Football fans seem to be the most dedicated to their sport, with traffic across the United States dropping by 24% during the Super Bowl.

The largest drops typically happen in cities that are home to the playing teams. For example, traffic in [Boston](#) dropped by 36% during game-time, as fans watched the Patriots run to victory over the Falcons. To see how game-time traffic changes by hour, you can check out our complete [Super Bowl 51 Insights](#). We also recorded major traffic changes during the [NBA Finals](#) , NHL and MBL World Series throughout 2017.

2017
year in review

Pornhub

U.S. Live Sporting Event Traffic Changes

NFL Super Bowl

New England Patriots vs Atlanta Falcons



Feb. 15	United States	▼ 24%	
	Massachusetts	▼ 36%	Winning City
	Atlanta	▼ 27%	Losing City
	Texas	▼ 21%	Host City

College Football Championship

Clemson Tigers vs
Alabama Crimson Tide



Jan. 9	United States	▲ 1%	
	Alabama	▼ 9%	Winning City
	South Carolina	▼ 10%	Losing City

NBA Finals Game 5

Cleveland Cavaliers vs Golden State Warriors



June 6	United States	▼ 6%	
	Cleveland	▼ 10%	Losing City
	San Francisco Bay Area	▼ 11%	Winning City

College Basketball Championship

Gonzago Bulldogs vs
N.C. Tar Heels



April 3	United States	▼ 3%	
	Washington	▼ 11%	Losing City
	North Carolina	▼ 9%	Winning City

NHL Finals Game 6

Pittsburg Penguins vs Nashville Predators



June 11	United States	▼3%	
	Pittsburgh	▼18%	Winning City
	Nashville	▼10%	Losing City

MLB World Series

Houston Astros vs L.A. Dodgers



Nov. 1	United States	▼3%	
	Houston	▼9%	Winning City
	Los Angeles	▼6%	Losing City

% change in game-time traffic compared to an average day

PORNHUB.COM/INSIGHTS

As much as Americans love their football, Europeans will also stop visiting Pornhub when their round balls hit the field. During the UEFA Champions League final, traffic from winning nation Spain dropped by 18% during the match, compared to a 14% drop in opposing [Italy](#). Across the rest of Europe we also found significant traffic drops. During the African Cup of Nations Final, traffic from Cameroon dropped by nearly half as fans tuned into to see their nation's team win.

2017
year in review

Pornhub



Live Sporting Event Traffic Changes

UEFA Champions League Final

Juventus vs Real Madrid



June 3	Spain	▼18%	Winning Nation
	Italy	▼14%	Losing Nation
	Finland	▼12%	
	Romania	▼11%	
	Portugal	▼10%	
	Greece	▼9%	
	Hungary	▼8%	

Ireland ▼7%

African Cup of Nations Final

Egypt vs Cameroon



Feb. 5	Cameroon	▼46%	Winning Nation
	Egypt	▼12%	Losing Nation
	Gabon	▼17%	Hosting Nation

Boxing: Floyd Mayweather vs. Connor McGregor



Aug. 26	World	▼12%	
	United States	▼21%	Mayweather (win)
	Ireland	▼11%	Home of McGregor

Wimbledon Men's Final

Roger Federer vs Marin Čilić



July 16	Switzerland	▼16%	Home of Federer (win)
	Croatia	▼4%	Home of Čilić
	United Kingdom	▼1%	Hosting Nation

French Open Women's Final

Jeļena Ostapenko
vs Simona Halep



June 10	Latvia	▼6%	Ostapenko (win)
	Romania	▼4%	Home of Halep
	France	▼4%	Hosting Nation

Nascar: Daytona 500

Winner Kurt Busch



Feb. 26	United States	▼7%	
	Florida	▼3%	Hosting State

% change in game-time traffic compared to an average day

PORNHUB.COM/INSIGHTS

It's not only national sports teams that cause major traffic drops. One-on-one sports like the [Mayweather vs McGregor](#) match caused a 21% drop across the United States, and 11% reduction in McGregor's home turf of

[Ireland](#) even during the wee-hours when it aired live. Tennis fans tuned out of Pornhub to watch the Wimbledon and French Open Finals, and 7% less racing fans in the U.S. visited Pornhub during the Daytona 500.

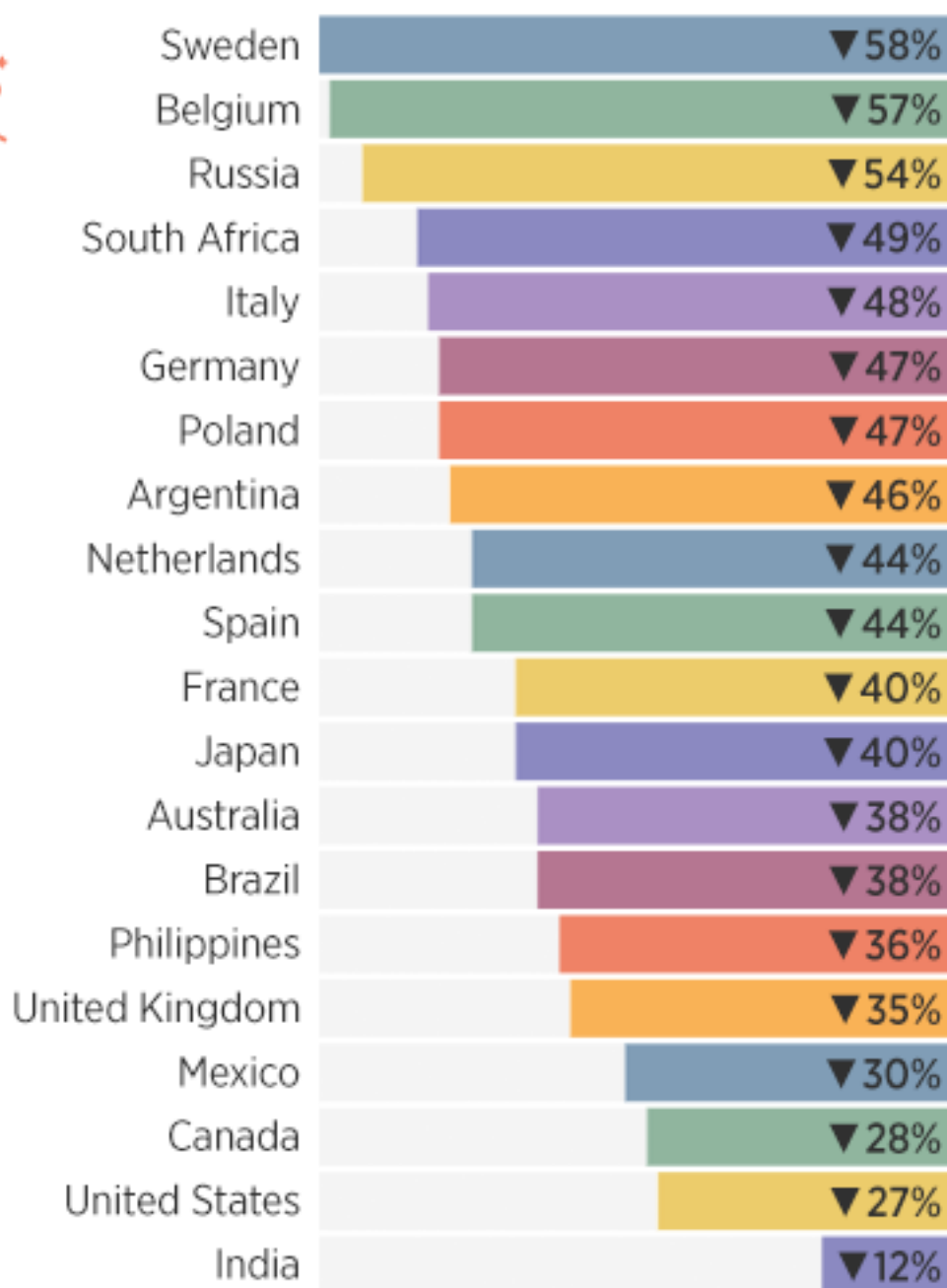
It's not only televised events that make a noticeable change in Pornhub's traffic and search habits. Music festivals like Italy's [Sanremo](#), [Coachella](#) and Burning man were all covered in detail on Insights, along with 2017's [Comic Con](#) in San Diego.

HOLIDAYS

Some things never change, and that includes the fact that traffic to the site always slows down on December 31st. In 2017, between 6pm and midnight (to be exact) people were watching way less porn than they regularly do. As is tradition, the traffic dropped lower than any other day of the year (by 37%) which was actually 7% less than on December 31st, 2016.

Once again, Sweden was busier than any other country on New Year's Eve, with their traffic dropping by 72%. The United States (-27%) and India (-12%) were still getting busy on Pornhub with as the New Year rang in, with the lowest dips in traffic worldwide on the holiday.

New Years Eve Traffic Changes

**▼ 37%**

Average Traffic Drop Worldwide
on New Years Eve
(6pm to Midnight)

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

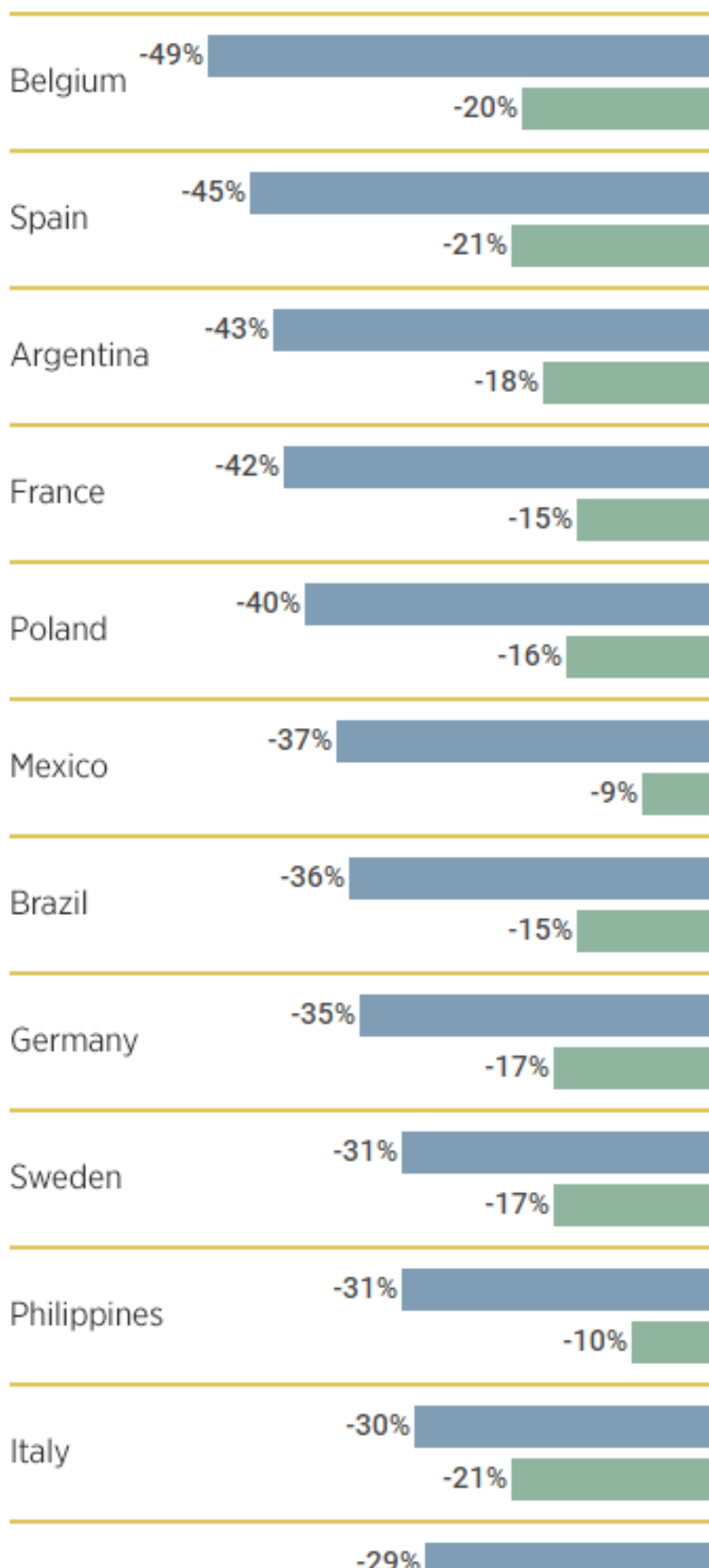
Christmas Eve's 2017 traffic to the site worldwide dropped by 29%, but on Christmas Day it only dropped by 18%. Unlike with last year's numbers, two countries seem to have an almost even amount of traffic decline on both Christmas Eve and Christmas Day. The United States (-21% on both days) and Canada (-29% on Christmas day and -26 on Christmas Eve) perhaps fulfilling their New Year's resolutions from last year. Mexico is a good example of where the difference in dates is extremely significant, Christmas Eve traffic drops by 37% and then on Christmas day there is only a minor drop of 9%. It just goes to show, people love treating themselves on Christmas Day, worldwide the numbers prove it. Australia

(-27%) and The United Kingdom (-27%) tie for having the highest decline on Christmas day, which tells us they didn't get what they asked for this year.

2017
year in review

Pornhub

Christmas Holiday Traffic Changes



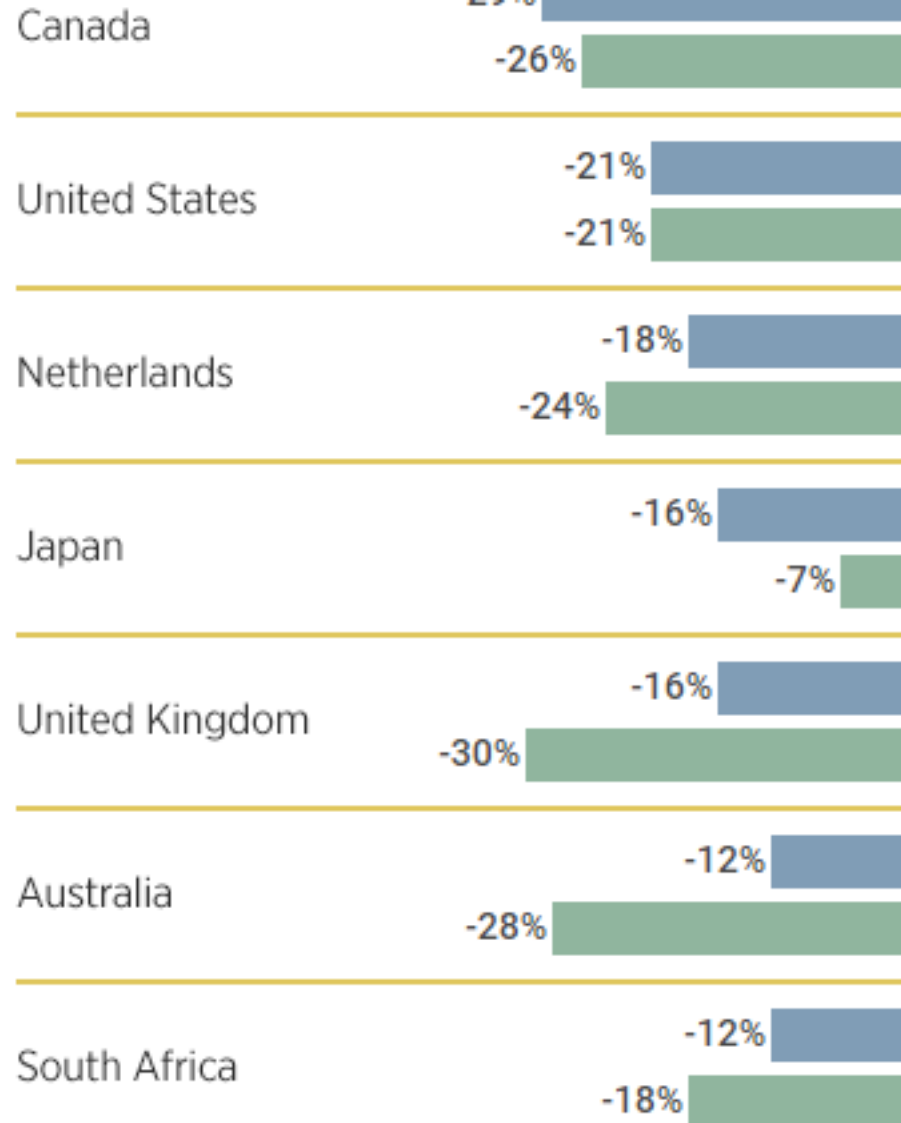
Christmas Eve ●
Christmas Day ●

▼ 29%

Average Traffic
Drop Worldwide
on Christmas Eve
(6pm to Midnight)

▼ 18%

Average Traffic
Drop Worldwide
on Christmas Day

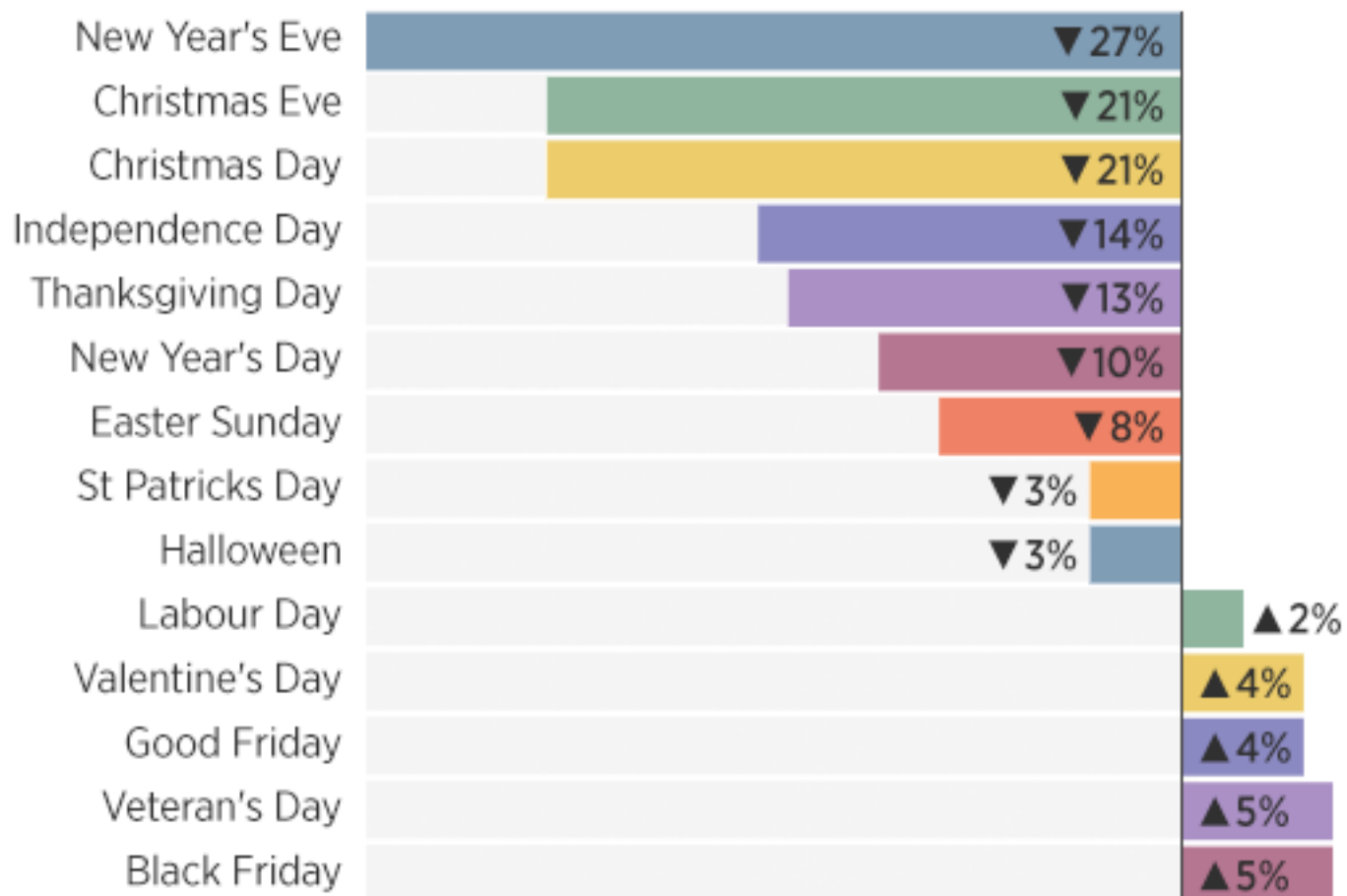


PORNHUB.COM/INSIGHTS

The United States holiday traffic chart below shows that when there's no work, there is a little bit more time for play. Labor Day increases site traffic by 2%, but the US seems to be more into loving themselves, on Valentine's Day at least, with a 4% increase of traffic on the site. While costume related searches go up, traffic drops by 3% on [Halloween](#).



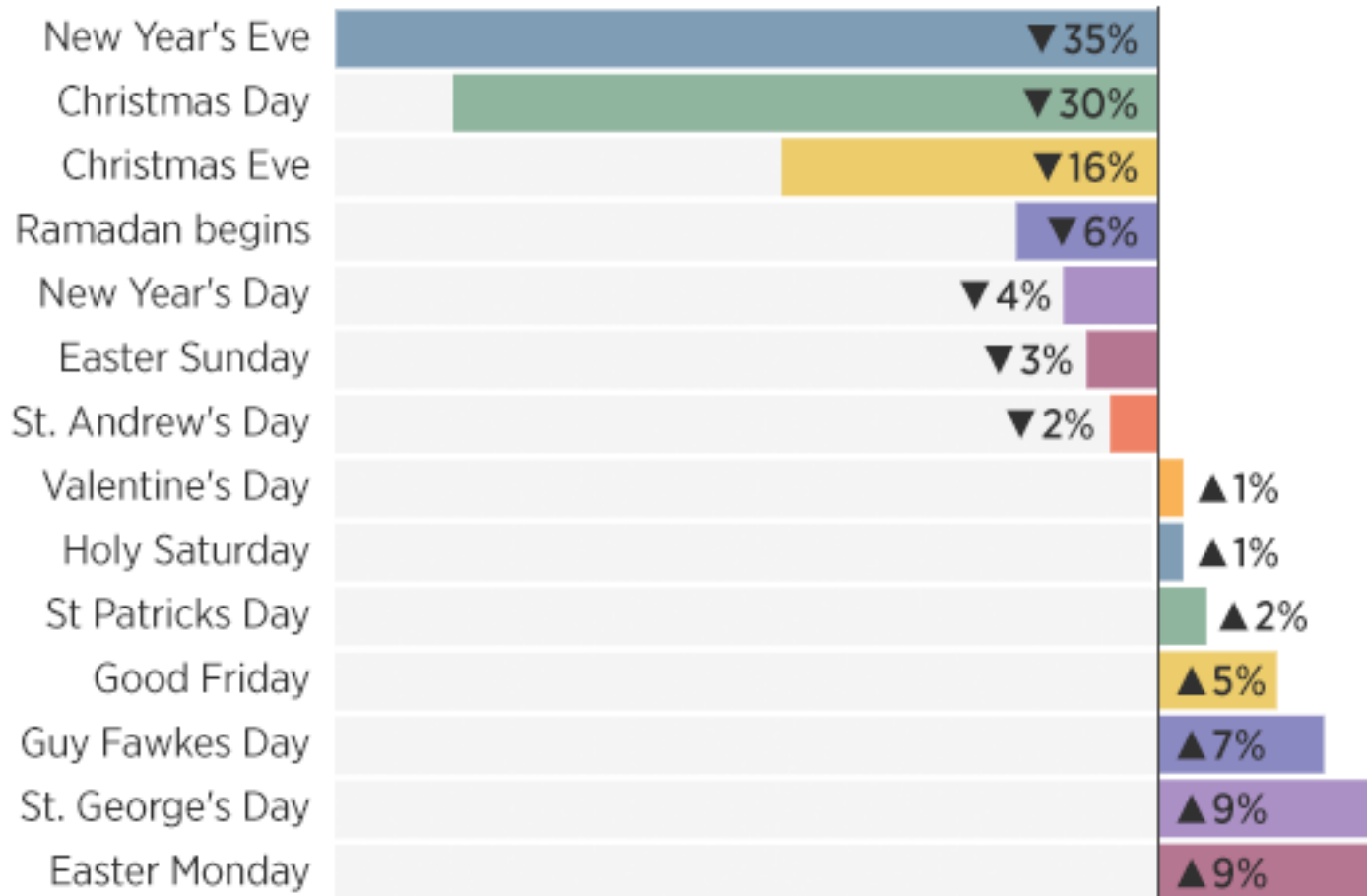
United States Holiday Traffic

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

Below we're able to see how holidays over in the UK affects their screen time. The sparks are flying on 'Guy Fawkes Day' aka. Bonfire Night aka. Firework Night, with an increase of 7% in traffic to the site. There also appears to be a bit of a hole in one situation, where 'Holy Saturday' sees an increase of 1%.

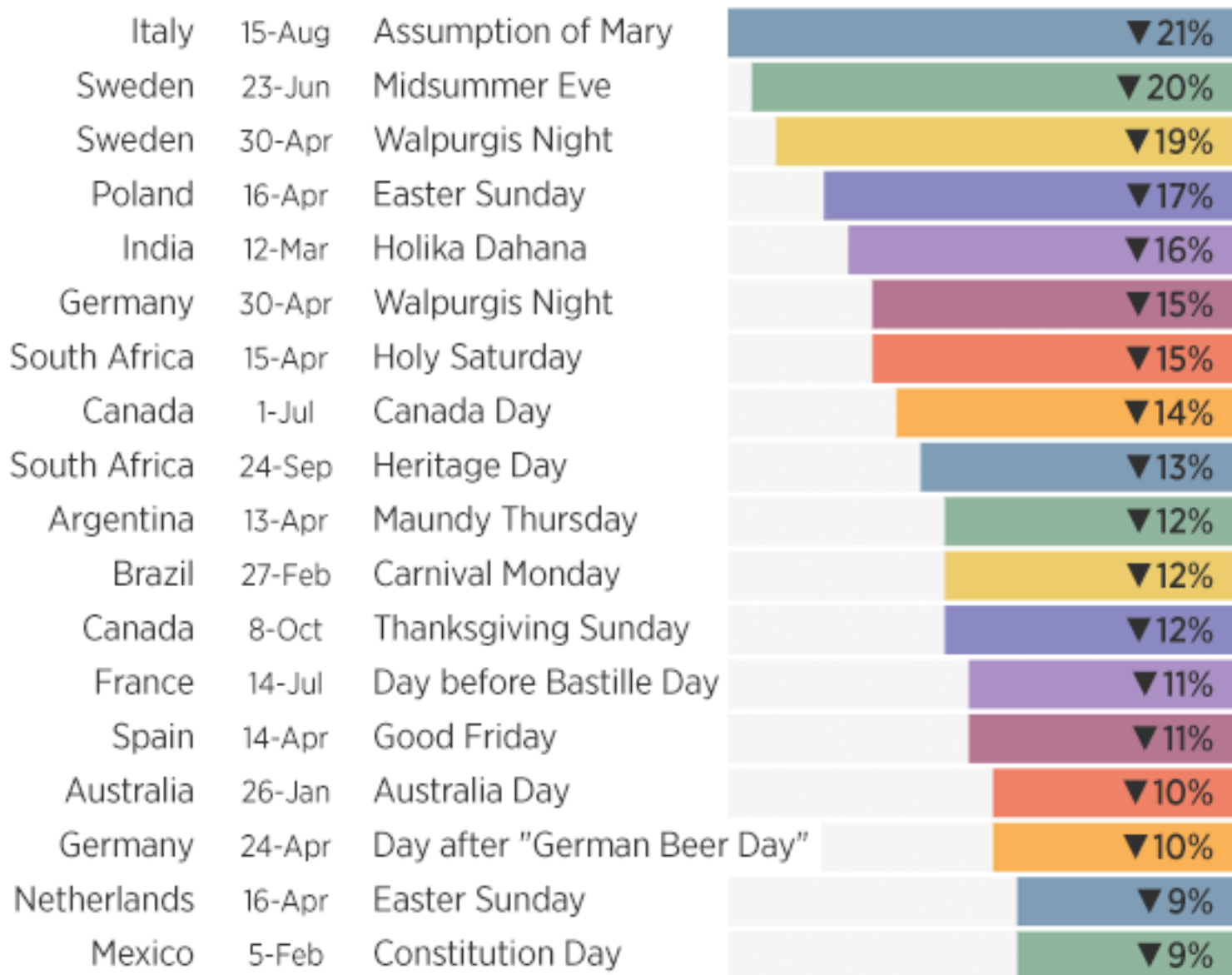


United Kingdom Holiday Traffic

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

One of the main takeaways from the Worldwide Holiday traffic changes is the decline in traffic by 10% in Germany the day after 'German Beer Day' – we feel hungover just reading about the decline. We are also going to assume that the 'Assumption of Mary' is an important day for Italy, seeing how traffic drops by 21%...which is also the biggest decline in traffic for any holiday worldwide that we have observed.

Worldwide Holiday Traffic Changes



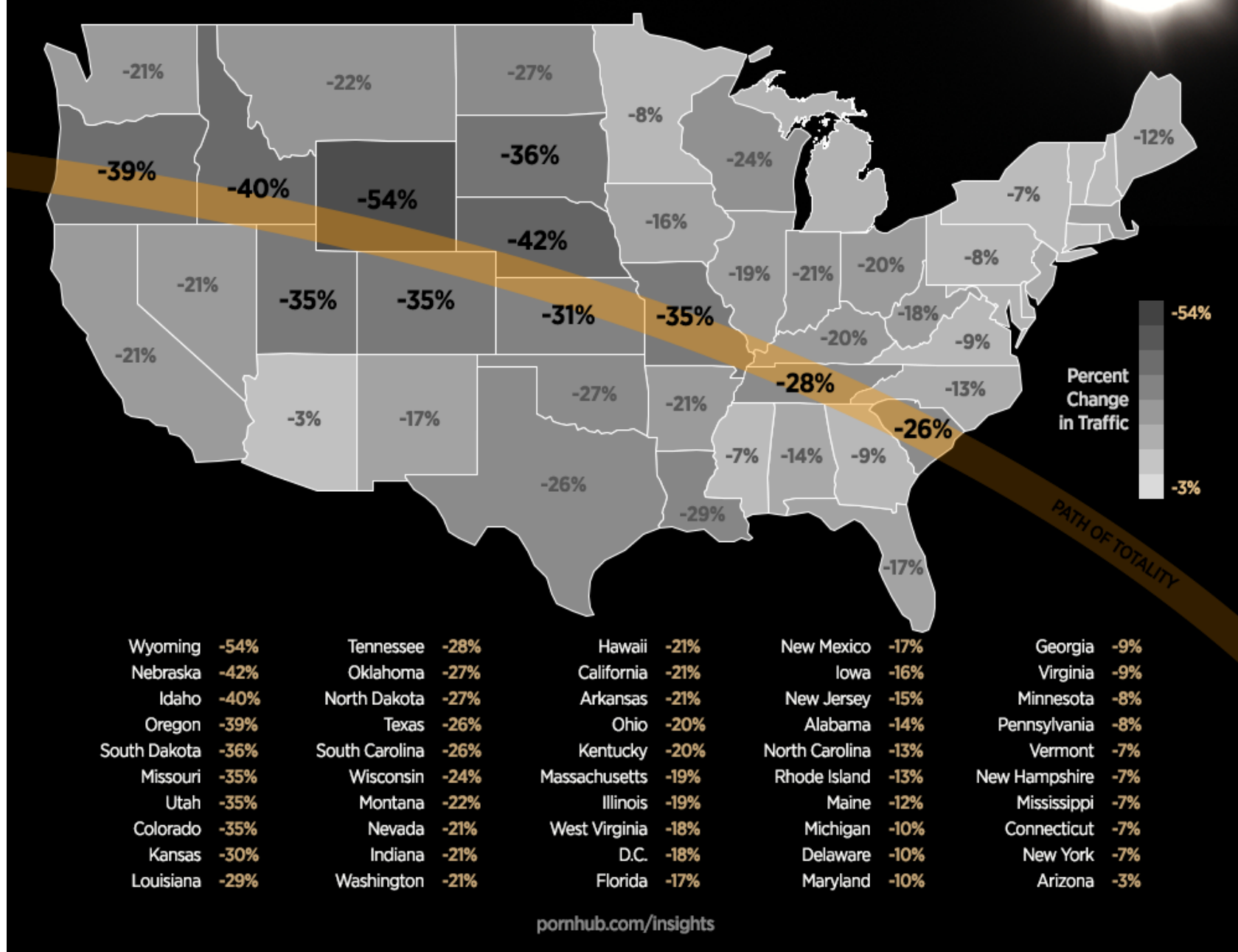
PORNHUB.COM/INSIGHTS

Earlier in 2017, Insights provided a more detailed look at the differences between the [Carnival and Mardi Gras](#) festivals in both New Orleans and Brazil.

While holidays typically come around once a year, some events only happen once in a century. When the Solar Eclipse crossed over the United States on August 21st, our statisticians found significant traffic drops especially in states along the path of totality.

AUGUST 2017 SOLAR ECLIPSE TRAFFIC

Percent change in traffic 1pm - 2pm ET when compared to an average day



This concludes Pornhub's 2017 Year in Review! It is, however, just the beginning for our Insights posts with the newest stats and changes in viewership coming at you right here, throughout 2018. Happy New Year!

Updates! More Great Data for 2017

2017 was a BIG year, so we'll be periodically adding more updates below as we receive requests from the media and feedback from our visitors.

CYPRUS

Cypriots spend 17 seconds longer on Pornhub than the average visitor worldwide, and have a much higher percentage of female visitors at 30%. Although they only rank 159th worldwide for population, they turn in a

respectable rank of 83rd for traffic to Pornhub. While “greek” remains the most popular search, we recorded growth in the popularity of both “VR” and “hentai” searches in 2017.

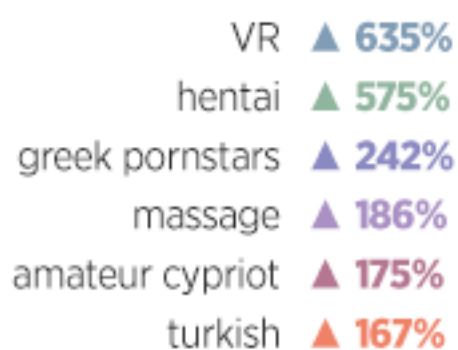


CYPRUS

Top Searches of 2017



Top Trending Searches



Most Searched People

- 1 amanda cerny
- 2 mia khalifa
- 3 kim kardashian
- 4 nicole aniston
- 5 brandi love

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Anal
- 4 Mature
- 5 Threesome

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 38% Bisexual
- 2 ▲ 36% Double Penetration
- 3 ▲ 33% Old/Young
- 4 ▲ 29% Transgender
- 5 ▲ 28% Babysitter

Worldwide Rank

83rd

Average Visit Duration

10 Minutes 16 Seconds

Female Proportion

30%

[PORNHUB.COM/INSIGHTS](https://pornhub.com/insights)

SWITZERLAND

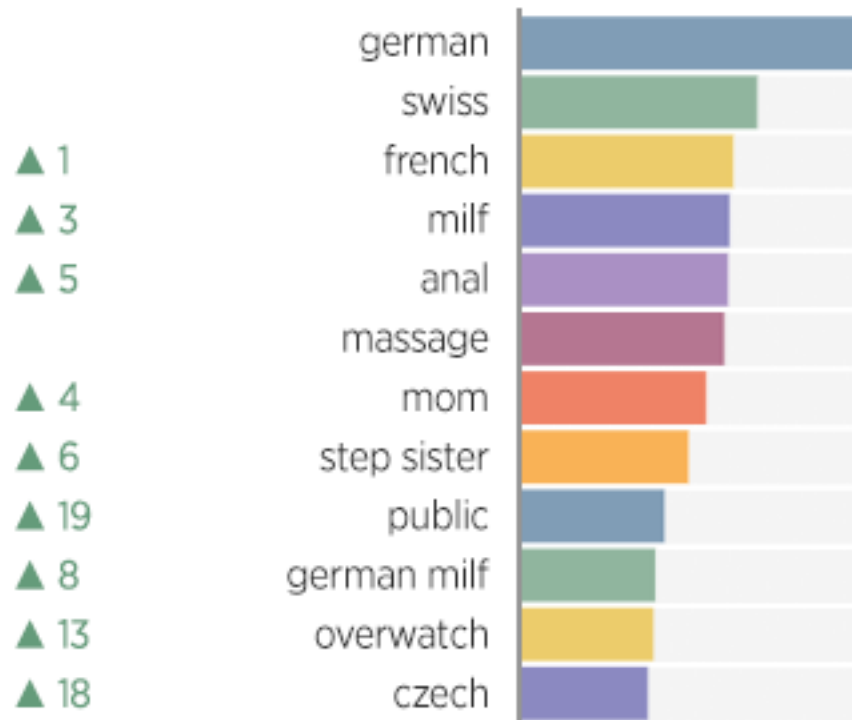
Visitors from Switzerland spend an average of 9 minutes 37 seconds on

Pornhub, just about matching their German and Italian neighbors, but falling short of France. The number one search in Switzerland is “german”, followed by “swiss” and then “france”. Searches for “czech” also climbed an impressive 18 spots in 2017. When compared to the rest of the world, Switzerland’s visitors are 95% more likely to view the Bondage category, and 87% more interested in Fetish. Searches for “porn for women” followed the worldwide trend in 2017 and gained an impressive 1493% in popularity.



SWITZERLAND

Top Searches of 2017



Top Trending Searches

porn for women	▲ 1493%
cheerleader	▲ 567%
big boobs	▲ 305%
maman fancaise	▲ 206%
uncensored hentai	▲ 201%
giantess	▲ 176%

Most Searched People

- 1 lucy cat
- 2 mia khalifa
- 3 nicole aniston
- 4 kim kardashian
- 5 mia malkova

Top 5 Categories

- 1 Anal
- 2 Lesbian
- 3 Mature
- 4 MILF
- 5 Babe

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 95% Bondage
- 2 ▲ 87% Fetish
- 3 ▲ 79% Orgy
- 4 ▲ 59% Female Friendly
- 5 ▲ 53% Babe

Worldwide Rank

26th

Average Visit Duration

9 Minutes 37 Seconds

Female Proportion

25%

PORNHUB.COM/INSIGHTS

UKRAINE

The Ukraine ranks 27th for traffic to Pornhub, and visitors spend on average 9 minutes 54 seconds each time they visit. At 20% the proportion of female visitors falls short of the world average of 26%. The number one search remains “overwatch” for the second year in a row, while “russian” has moved into the number two search position. Searches for “turkish”

grew by over 1300% in 2017, along with increases for “furry” and “asmr”. Pornhub visitors from Ukraine are 114% more likely to view the Fisting category when compared to the rest of the world.



CHILE

Things really heated up in Chile in 2017, where searches for “cheerleader”

grew by an impressive 1023%. Hentai remains Chile's most viewed category, and is viewed 67% more often when compared to the rest of the world. Visitors from Chile spend about 40 seconds less time on Pornhub than the worldwide average, and 24% of traffic is identified as female.

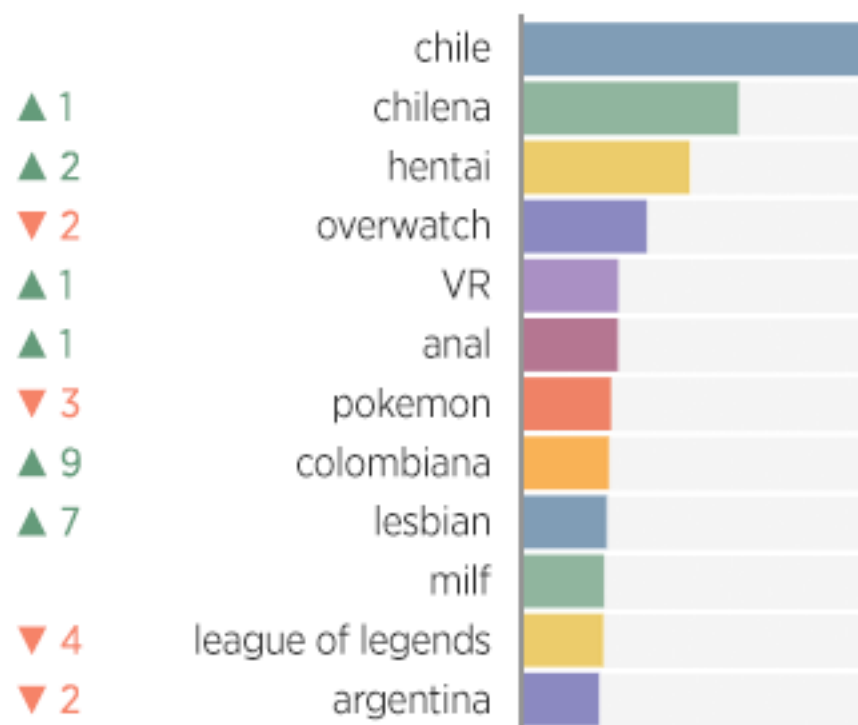
2017
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CHILE

Top Searches of 2017



Top Trending Searches



Most Searched People

- 1 alexis texas
- 2 mia khalifa
- 3 esperanza gomez
- 4 jordi el nino polla
- 5 dillion harper

Top 5 Categories

- 1 Hentai
- 2 Anal
- 3 Lesbian
- 4 MILF
- 5 Mature

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 67% Hentai
- 2 ▲ 60% Anal
- 3 ▲ 33% Latina
- 4 ▲ 28% Outdoor
- 5 ▲ 22% Cartoon

Worldwide Rank

39th

Average Visit Duration

9 Minutes 20 Seconds

Female Proportion

24%

PORNHUB.COM/INSIGHTS

COSTA RICA

Costa Rica ranks 122nd worldwide for population, but a respectable (and sexy) 69th for traffic coming to Pornhub. Their favorite search is “costa rica”, and searches for “double penetration” widened by an impressive 1300% in 2017. Costa Rica has one of the highest proportions of female visitors at 37% compared to the worldwide average of 26%. Costa Ricans are 66% more likely to view the Parody video category than people in other countries.

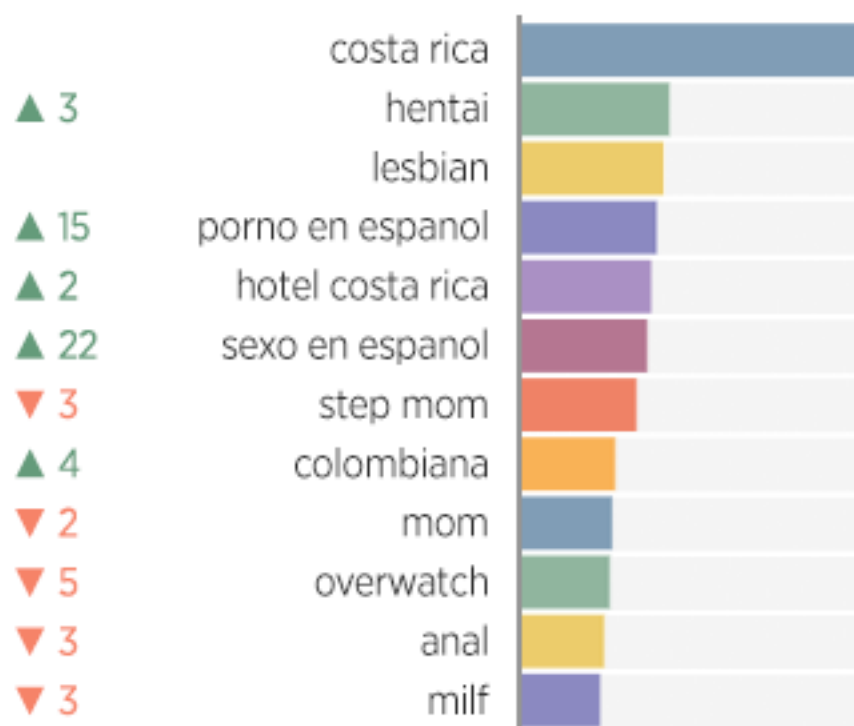
2017
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Pornhub



COSTA RICA

Top Searches of 2017



Top Trending Searches

lesbianas en espanol	▲ 1683%
double penetration	▲ 1361%
sexo en espanol	▲ 327%
uncensored hentai	▲ 263%
big ass	▲ 190%
colombiana	▲ 105%

Most Searched People

- 1 dillion harper
- 2 mia khalifa
- 3 esperanza gomez
- 4 alexis texas
- 5 jordi el nino polla

Top 5 Categories

- 1 Lesbian
- 2 Hentai
- 3 Threesome
- 4 Anal
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 85% Latina
- 2 ▲ 66% Parody
- 3 ▲ 38% Babysitter
- 4 ▲ 33% Hentai
- 5 ▲ 25% Transgender

Worldwide Rank

69th

Average Visit Duration

9 Minutes 48 Seconds

Female Proportion

37%

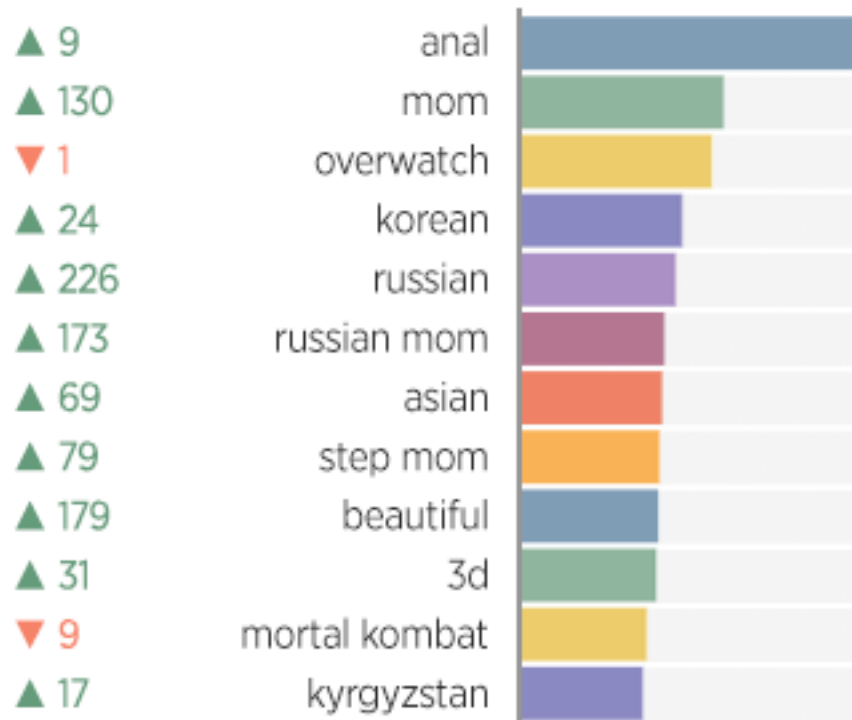
KYRGYZSTAN

Visitors from Kyrgyzstan showed a lot of increased interest in “russian” and “russian mom” searches in 2017. Our statisticians also found a significant increase in the popularity of both “asian” and “korean” searches. The proportion of female visitors from Kyrgyzstan is quite high at 35% compared to the world average of 26%. Visitors are 161% more likely to view the Asian category, and 107% more interested in the Arab category.

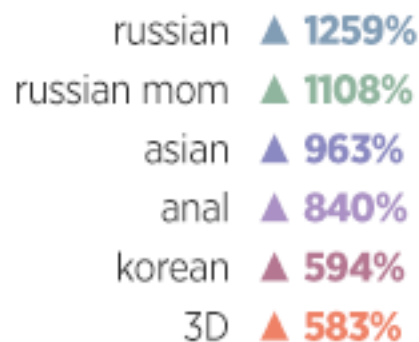


KYRGYZSTAN

Top Searches of 2017



Top Trending Searches



Most Searched People

- 1 kendra lust
- 2 mia khalifa
- 3 sasha grey
- 4 nicole aniston
- 5 anissa kate

Top 5 Categories

- 1 Hentai
- 2 Anal
- 3 Asian
- 4 MILF
- 5 Big Dick

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 161% Asian
- 2 ▲ 107% Arab
- 3 ▲ 75% Cosplay
- 4 ▲ 69% Cartoon
- 5 ▲ 60% Hentai

Worldwide Rank

132

Average Visit Duration

9 Minutes 19 Seconds

Female Proportion

35%

PORNHUB.COM/INSIGHTS

MOLDOVA

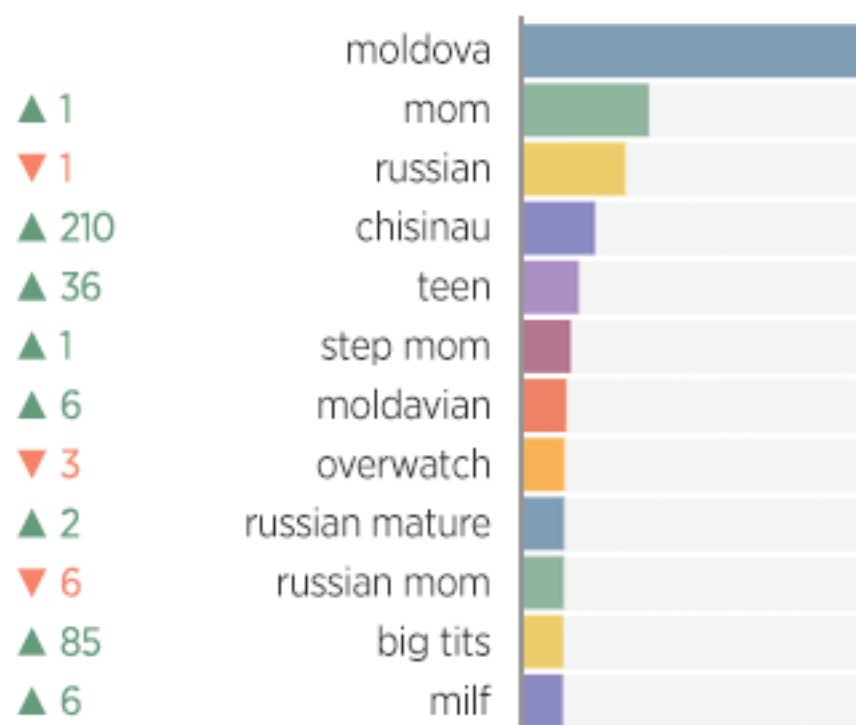
In Moldova, searches for “big ass” made a big increase in 2017, growing by 2054% in popularity. Searches for the capital city of “chisinau” gained 210 positions to become the 4th most popular search overall. While “Anal” remains the most viewed category, visitors from Moldova are nearly double as likely to watch “Double Penetration” videos compared to visitors

elsewhere in the world. At 38%, Moldova also has one of the largest proportions of female visitors.



MOLDOVA

Top Searches of 2017



Top Trending Searches



Most Searched People

- 1 lisa ann
- 2 mia khalifa
- 3 sasha grey
- 4 nicole aniston
- 5 katya sambuca

Top 5 Categories

- 1 Anal
- 2 Mature
- 3 Hentai
- 4 Lesbian
- 5 MILF

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 94% Double Penetration
- 2 ▲ 55% Mature
- 3 ▲ 54% Anal
- 4 ▲ 52% Gangbang
- 5 ▲ 42% Orgy

Worldwide Rank

96th

Average Visit Duration

8 Minutes 54 Seconds

Female Proportion

38%

[PORNHUB.COM/INSIGHTS](https://pornhub.com/insights)

HONG KONG

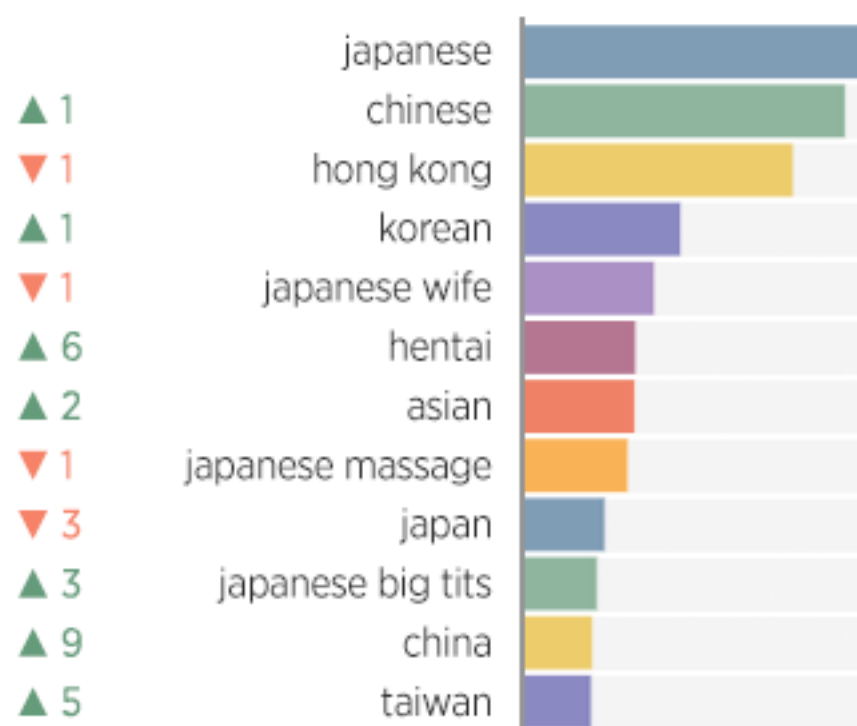
Visitors from Hong Kong are 192% more likely to watch the Asian category than elsewhere in the world. It's perhaps unsurprising then that their top

searches from 2017 are varieties of Asian nationalities including “japanese”, “chinese”, “hong kong”, “korean” and “taiwan”. The biggest gaining search of 2017 was “korean bj” by 725% over 2016. Hentai remains Hong Kong’s most viewed category, and is watched 153% more than in other parts of the world.



HONG KONG

Top Searches of 2017



Top Trending Searches



Most Searched People

- 1 mila azul
- 2 kendra sunderland
- 3 yui hatano
- 4 julia japanese
- 5 leah gotti

Top 5 Categories

- 1 Hentai
- 2 Asian
- 3 Big Tits
- 4 Creampie
- 5 Babe

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 192% Asian
- 2 ▲ 153% Hentai
- 3 ▲ 84% Virtual Reality
- 4 ▲ 73% Massage
- 5 ▲ 56% Creampie

Worldwide Rank

48th

Average Visit Duration

11 Minutes 21 Seconds

Female Proportion

21%

PORNHUB.COM/INSIGHTS

In 2017 searches for “japanese” overtook “taiwan” to become the number one Taiwanese search. The popularity of both “chinese” and “korean” searches also moved up the ranks into positions 3 and 4 of the most searched terms. Following the worldwide trend, searches for “cheerleader” grew by a massive 1297% in 2017. Visitors from Taiwan are 246% more likely to view the Asian category, and 215% more into Hentai than people in other parts of the world.

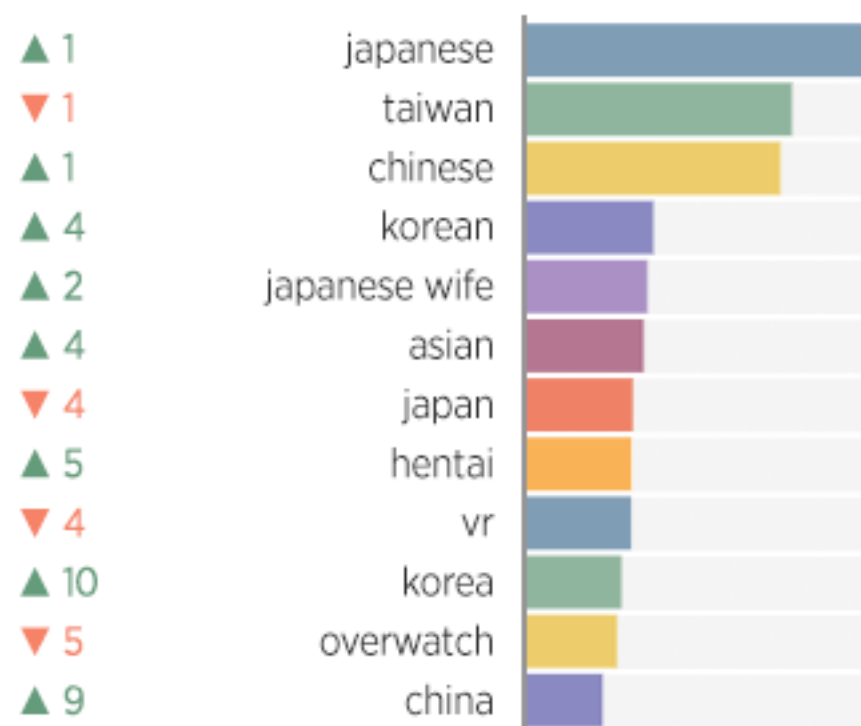
2017
year in review

Pornhub



TAIWAN

Top Searches of 2017



Top Trending Searches

cheerleader	▲ 1297%
big boobs	▲ 393%
chinese model	▲ 313%
korean bj	▲ 186%
japanese big tits	▲ 162%
hentai	▲ 114%

Most Searched People

- 1 mila azul
- 2 julia japanese
- 3 yui hatano
- 4 amanda love
- 5 anri okita

Top 5 Categories

- 1 Hentai
- 2 Asian
- 3 Cartoon
- 4 Creampie
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 246% Asian
- 2 ▲ 215% Hentai
- 3 ▲ 133% Cartoon
- 4 ▲ 110% Cosplay
- 5 ▲ 87% Creampie

Worldwide Rank

28th

Average Visit Duration

10 Minutes 35 Seconds

Female Proportion

23%

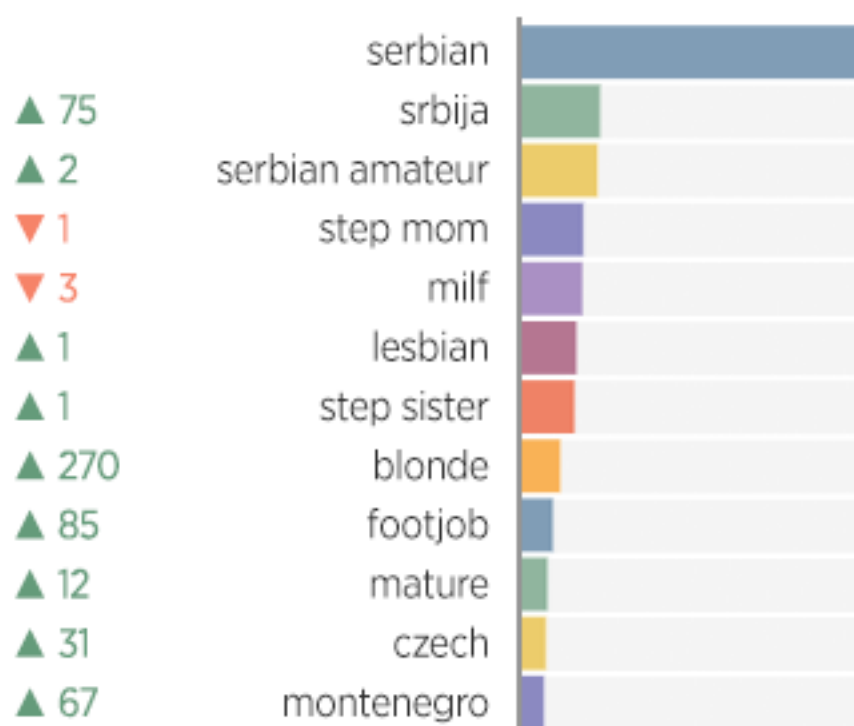
MONTENEGRO

Montenegro's number one search in 2017 was "serbian" followed by "srbija", which increased by 949% in popularity over the last year. Serbian porn actress Anđela Mitkovski is the most searched person in Montenegro. Visitors are 113% more likely to view the Mature category compared to the rest of the world, and 73% more into Old/Young videos.

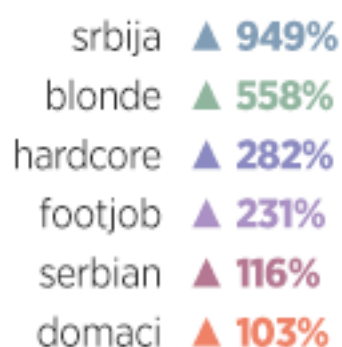


MONTENEGRO

Top Searches of 2017



Top Trending Searches



Most Searched People

- 1 andjela vestica
- 2 mia khalifa
- 3 lisa ann
- 4 kendra lust
- 5 kim kardashian

Top 5 Categories

- 1 Mature
- 2 MILF
- 3 Big Dick
- 4 Lesbian
- 5 Anal

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 113% Mature
- 2 ▲ 73% Old/Young
- 3 ▲ 55% MILF
- 4 ▲ 38% Double Penetration
- 5 ▲ 36% Hardcore

Worldwide Rank

114

Average Visit Duration

9 Minutes 21 Seconds

Female Proportion

33%

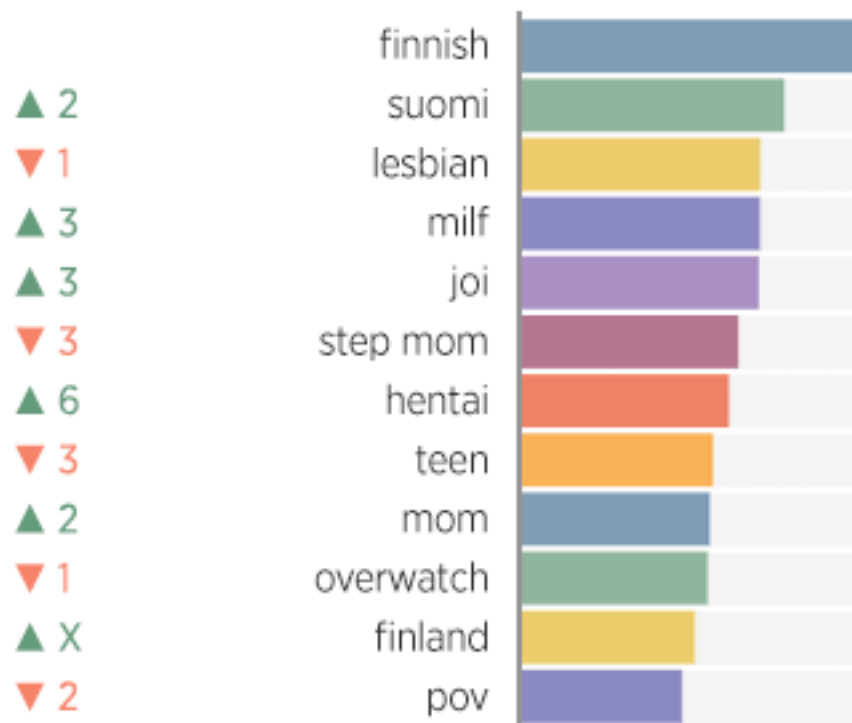
FINLAND

Finland ranks 38th worldwide for traffic to Pornhub, even though it only ranks 116th for world population. The most popular search remains “finnish” for the 3rd year in a row, with “suomi” moving up into second place. As with many other parts of the world, “fidget spinner” was the top trending search of 2017, followed by a 375% increase in the popularity of “finnish fitness”. Visitors from Finland are 69% more likely to view the “Bondage” category when compared to the rest of the world, and 52% more into “POV” (Point of View) videos.

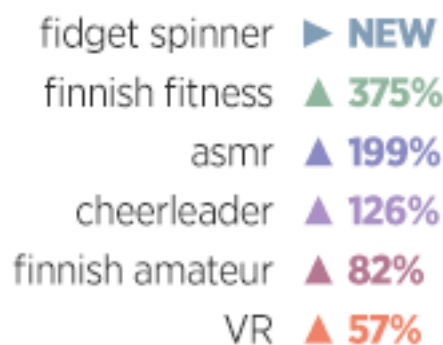


FINLAND

Top Searches of 2017



Top Trending Searches



Worldwide Rank

38th

Average Visit Duration

9 Minutes 44 Seconds

Female Proportion

26%

Most Searched People

- 1 lisa ann
- 2 mia khalifa
- 3 kim kardashian
- 4 brandi love
- 5 madison ivy

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Anal
- 4 Mature
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 69% Bondage
- 2 ▲ 56% Masturbation
- 3 ▲ 52% POV
- 4 ▲ 38% Anal
- 5 ▲ 37% Mature

PORNHUB.COM/INSIGHTS

IRELAND

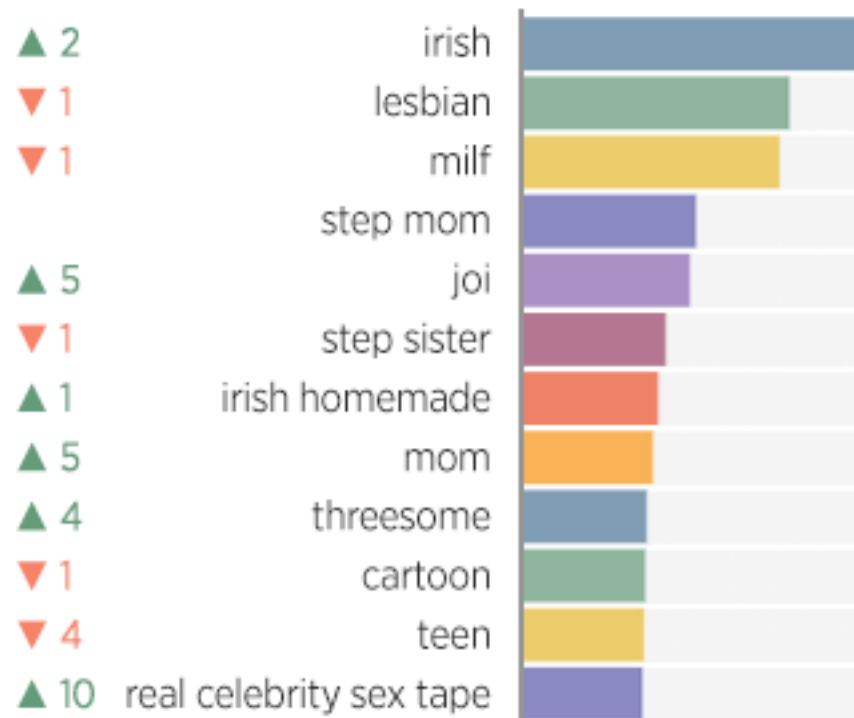
Gaining two positions, “irish” became the number one search in Ireland in 2017, causing the popularity of “lesbian” and “milf” to drop slightly. The top trending search “boxing ring girl” grew by 3668% in 2017, along with a 1231% increase in searches for “irish dublin”. Visitors from Ireland, of which 27% [are female](#), are 65% more likely to view the “mature” category

and 54% more into “MILF”. Visitors from Ireland come and go about half a minute faster than their neighbors in the United Kingdom.



IRELAND

Top Searches of 2017



Top Trending Searches



Most Searched People

- 1 kim kardashian
- 2 mia khalifa
- 3 lisa ann
- 4 brandi love
- 5 nicole aniston

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Mature
- 4 Threesome
- 5 Anal

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 65% Mature
- 2 ▲ 54% MILF
- 3 ▲ 42% Babysitter
- 4 ▲ 34% Celebrity
- 5 ▲ 32% Female Friendly

Worldwide Rank

30th

Average Visit Duration

9 Minutes 28 Seconds

Female Proportion

27%

[PORNHUB.COM/INSIGHTS](https://pornhub.com/insights)

AUSTRIA

Once again, searches for “german” and “deutsch” remained the most popular terms in Austria in 2017. Austria’s average visit time closely

matched their German neighbors at around nine and a half minutes, and they shared “lucy cat” at the most searched person. Austrians are 120% more likely to view the “Fisting” category when compared to the rest of the world, and 113% more into “Bondage” videos.

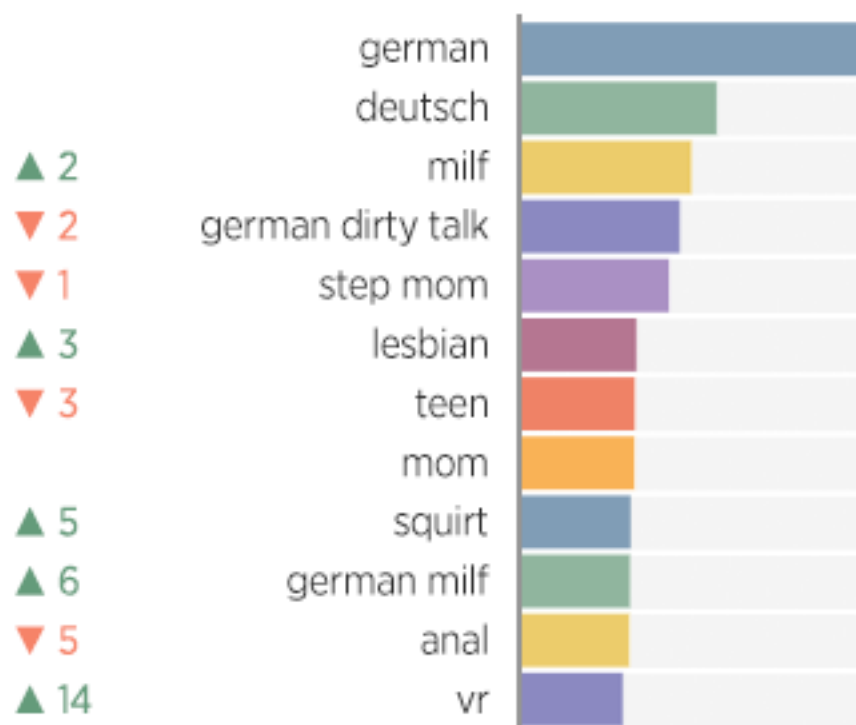
2017
year in review

Pornhub



AUSTRIA

Top Searches of 2017



Top Trending Searches

cheerleader	▲ 592%
beim ficken erwischt	▲ 424%
deutsche milf	▲ 242%
deutsche nachbarin	▲ 211%
giantess	▲ 102%
big ass	▲ 99%

Most Searched People

- 1 lucy cat
- 2 mia khalifa
- 3 lexy roxx
- 4 nicole aniston
- 5 kim kardashian

Top 5 Categories

- 1 Mature
- 2 Anal
- 3 MILF
- 4 Lesbian
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 120% Fisting
- 2 ▲ 113% Bondage
- 3 ▲ 103% Pissing
- 4 ▲ 68% Rough Sex
- 5 ▲ 62% Female Friendly

Worldwide Rank

35th

Average Visit Duration

9 Minutes 35 Seconds

Female Proportion

24%

PORNHUB.COM/INSIGHTS

NEW ZEALAND

In 2017, searches for “maori” gained two positions to become New Zealand’s number one search term, outranking both “new zealand” and “samoan”. More maori favoritism was shown by the top trending search of “maori twerking” increasing by 1453% over the previous year. Visitors from New Zealand last about half a minute longer on Pornhub compared to their neighbors in Australia, and have a higher proportion of female visitors at 30%.

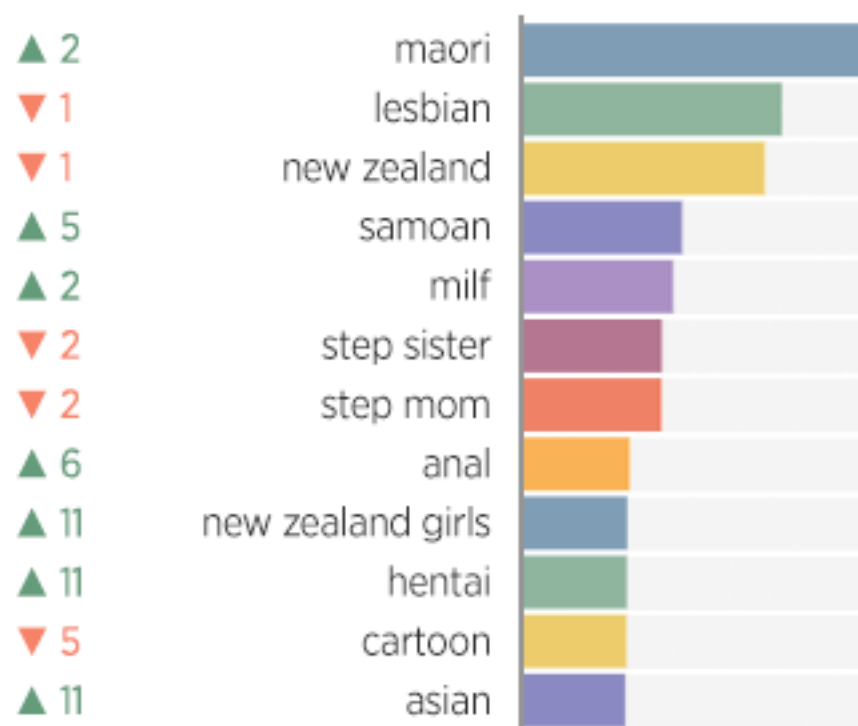
2017
year in review

Pornhub



NEW ZEALAND

Top Searches of 2017



Top Trending Searches



Most Searched People

- 1 kim kardashian
- 2 mia khalifa
- 3 riley reid
- 4 brandi love
- 5 dillion harper

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Threesome
- 4 Hentai
- 5 Anal

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 34% Lesbian
- 2 ▲ 33% Babysitter
- 3 ▲ 33% Asian
- 4 ▲ 30% Masturbation
- 5 ▲ 29% Squirt

Worldwide Rank

34th

Average Visit Duration

10 Minutes 26 Seconds

Female Proportion

30%

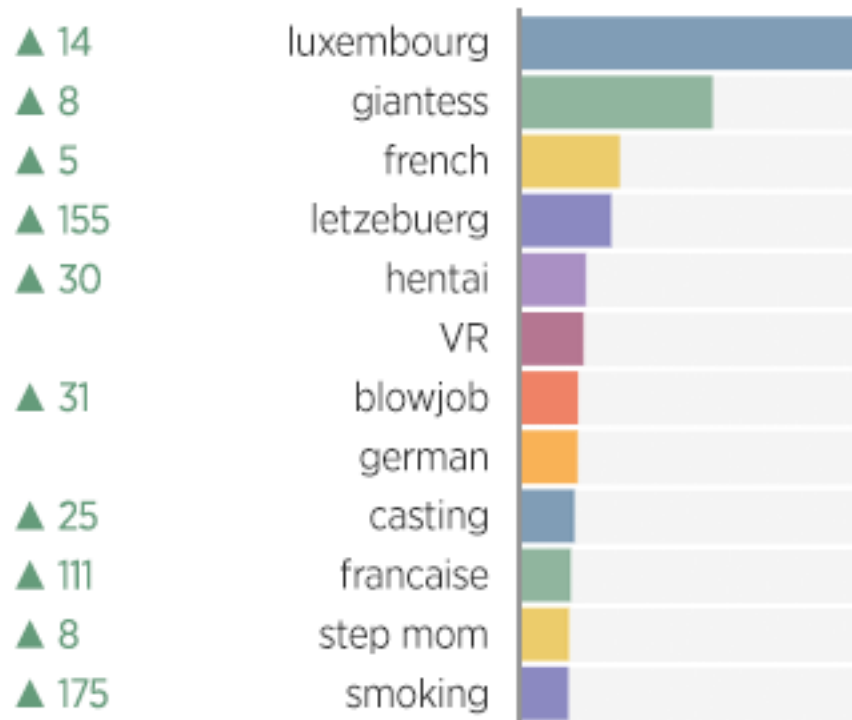
LUXEMBOURG

Searches for “giantess” saw big gains in Luxembourg in 2017, moving up 8 positions to become the second most popular search after “luxembourg”. Searches for “smoking” gained 175 positions to make the top 12, and both “german smoking” and “smoking blowjob” were top trending terms in 2017. Visitors from Luxembourg are 52% more likely to view the “Bondage” category when compared to the rest of the world, and 43% more into “Orgy” videos.

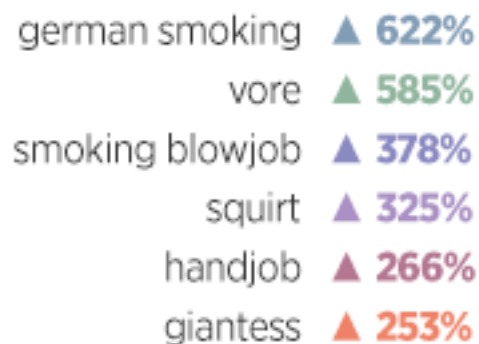


LUXEMBOURG

Top Searches of 2017



Top Trending Searches



Most Searched People

- 1 kim kardashian
- 2 mia khalifa
- 3 lucy cat
- 4 riley reid
- 5 ava addams

Top 5 Categories

- 1 Anal
- 2 Mature
- 3 Lesbian
- 4 MILF
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 52% Bondage
- 2 ▲ 43% Orgy
- 3 ▲ 36% Mature
- 4 ▲ 35% Anal
- 5 ▲ 30% Outdoor

Worldwide Rank

104

Average Visit Duration

9 Minutes 16 Seconds

Female Proportion

28%

PORNHUB.COM/INSIGHTS

STATE OF KANSAS

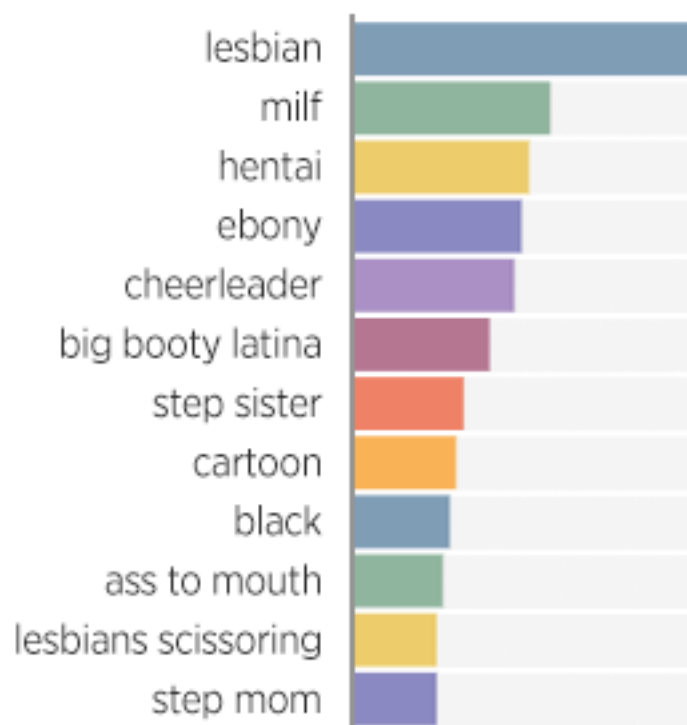
The state of Kansas ranks 31st amongst U.S. states for traffic to Pornhub, and comes up a bit short with an average visit time of only 8 minutes 58 seconds compared to the U.S. average of 10 minutes 33 seconds. Visitors from Kansas are 48% more likely to view the “Outdoor” category when compared to the rest of the country, and 47% more into “Creampie” videos.

Check out our [2017 State of the Union](#) to see how each state fared in 2017.



State of Kansas

Top Searches of 2017



U.S. State Rank **31th**

Average Visit Duration

8 Minutes 58 Seconds

Most Searched People

- 1 riley reid
- 2 mia khalifa
- 3 yuri luv
- 4 lena paul
- 5 brandi love

Top 5 Categories

- 1 Lesbian
- 2 MILF
- 3 Threesome
- 4 Ebony
- 5 Big Dick

Top Relative Categories

Viewed % more when compared to U.S.

- 1 ▲48% Outdoor
- 2 ▲47% Creampie
- 3 ▲41% Gangbang
- 4 ▲38% Transgender
- 5 ▲27% MILF

[PORNHUB.COM/INSIGHTS](https://www.pornhub.com/insights)

CITY OF DETROIT, MICHIGAN

Detroit ranks 11th for U.S. cities bringing traffic to Pornhub, and 35th among all cities worldwide. “Ebony” tops the list of searches in the city of Detroit, followed by “lesbian” and “black”. Visitors from Detroit hold out about 30 seconds longer than the U.S. average visit duration of 10 minutes 33 seconds. The “ebony” category is 82% more popular in Detroit compared to elsewhere in the U.S., followed by a 59% increase in the

popularity of “transgender” videos. Check out our [2017 State of the Union](#) to see how each state fared in 2017.

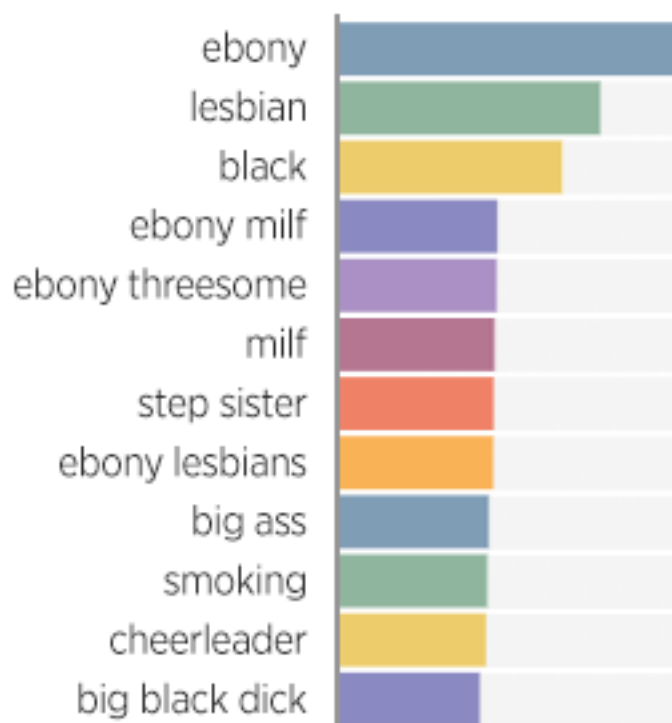
2017
year in review

Pornhub



Detroit, Michigan

Top Searches of 2017



World City Rank **35th**

U.S. City Rank **11th**

Average Visit Duration

11 Minutes 03 Seconds

Most Searched People

- 1 riley reid
- 2 mia khalifa
- 3 pinky
- 4 yuri luv
- 5 sarah banks

Top 5 Categories

- 1 Ebony
- 2 Lesbian
- 3 Big Dick
- 4 MILF
- 5 Threesome

Top Relative Categories

Viewed % more when compared to U.S.

- 1 ▲ **82%** Ebony
- 2 ▲ **59%** Transgender
- 3 ▲ **51%** Gangbang
- 4 ▲ **49%** Big Dick
- 5 ▲ **30%** Outdoor

PORNHUB.COM/INSIGHTS



Website Analysis Overview Report

January 2018

- pornhub.com • youporn.com • playboy.com
- brazers.com • redtube.com



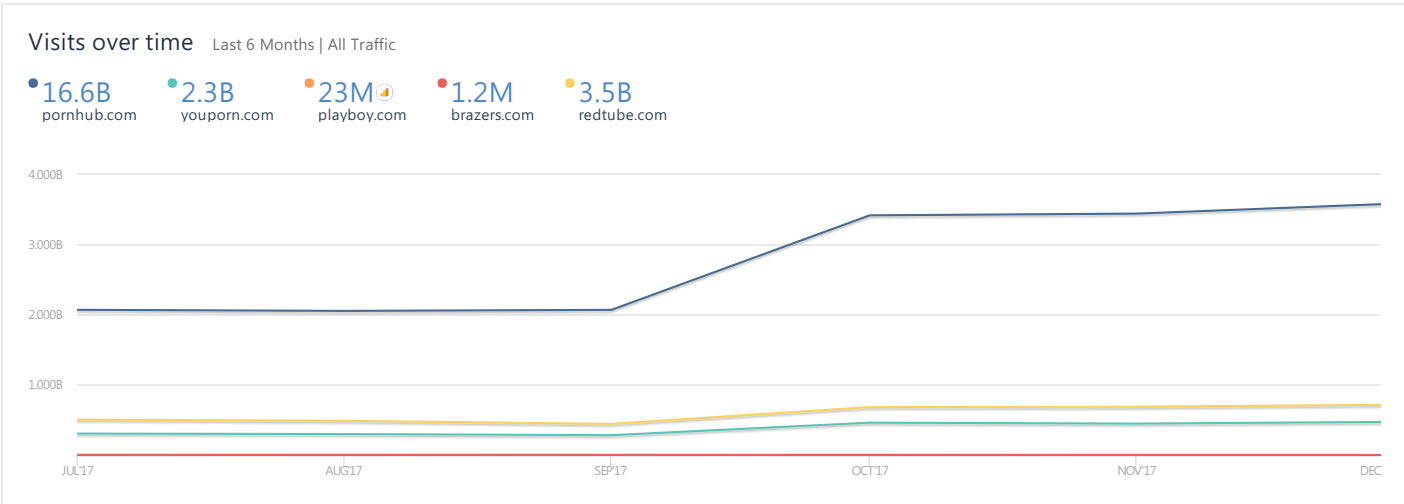
View the full analysis at: <https://pro.similarweb.com>

Global Rank ^①			Country Rank ^①			Category Rank ^①		
Dec 2017, Worldwide			Dec 2017, United States			In Adult		
	pornhub.com	#15		pornhub.com	#6		pornhub.com	#3
	youporn.com	#103		youporn.com	#68		youporn.com	#6
	playboy.com	#22,284		playboy.com	#7,198		playboy.com	#1,568
	brazers.com	#388,474		brazers.com	#469,317		brazers.com	#19,917
	redtube.com	#79		redtube.com	#43		redtube.com	#5

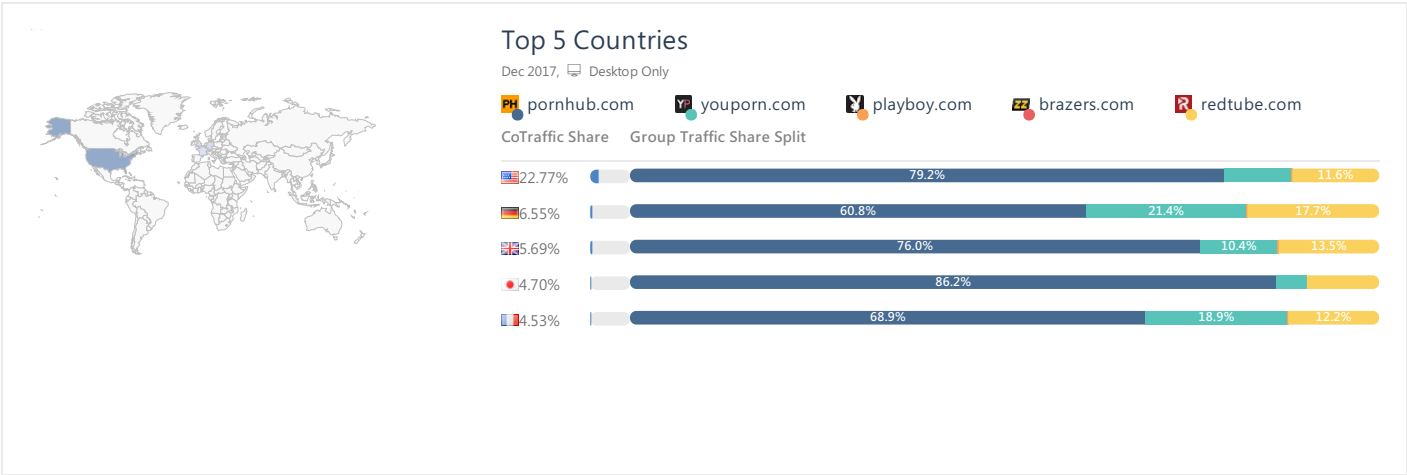
Website Audience

Total Visits ^①			Traffic Share ^①		
Dec 2017, Worldwide			Dec 2017, Worldwide		
Domain			Domain		
	pornhub.com	3.586B		pornhub.com	16.23%
	playboy.com	2.520M 📈		youporn.com	18.64%
	brazers.com	271,738		playboy.com	25.80%
	redtube.com	718.1M		brazers.com	0.73%
	youporn.com	473.0M		redtube.com	16.10%

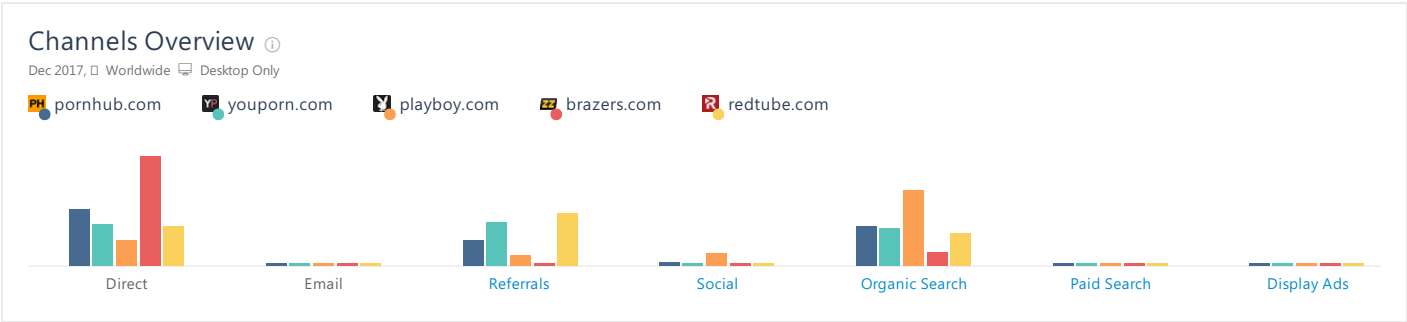
Engagement ^①						
Dec 2017, Worldwide						
Domain	Monthly Visits	Unique Visitors	Visits / Unique Visitors	Avg. Visit Duration	Pages/Visit	Bounce Rate
	 3.586B	 540.9M	 6.63	 00:10:44	 8.36	 22.24%
	473.0M	154.0M	3.07	00:08:02	6.48	34.55%
	2.520M 📈	2.190M 📈	1.15 📈	00:01:21 📈	2.10 📈	30.91% 📈
	271,738	93,710	2.90	00:00:25	1.03	94.97%
	718.1M	210.2M	3.42	00:07:27	5.43	37.27%



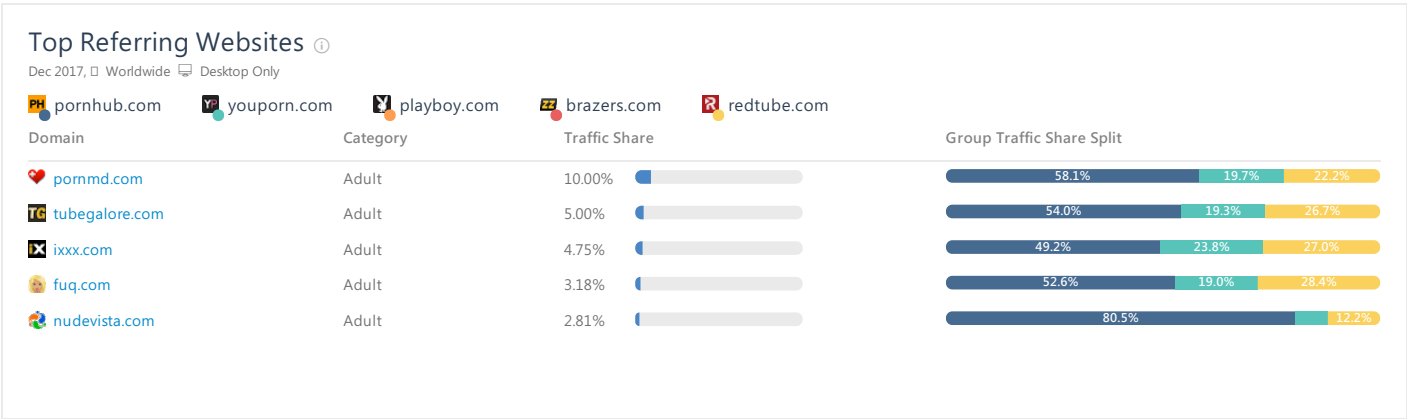
Geography



Marketing Mix



Referrals



Search

Top Search Terms ▾ Organic ▾

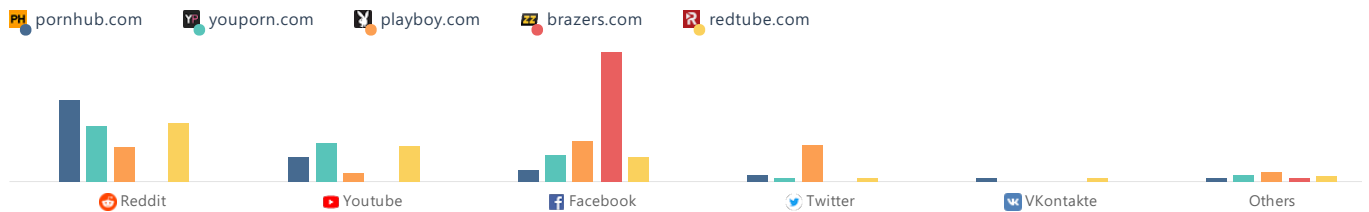
Dec 2017, Worldwide Desktop Only

Search Term	Traffic Share	Group Share Split	Volume	CPC
pornhub	45.03%	99.9%	224,250,000	\$0.85
redtube	7.83%	99.8%	96,525,000	\$0.11
youporn	7.75%	99.0%	79,325,000	\$0.11
porn hub	4.53%	> 99.9%	44,416,670	\$0.49
porn	3.62%	95.7%	142,000,000	\$0.1

Social

Social Traffic ⓘ

Dec 2017, Worldwide Desktop Only



Display Advertising

Top Publishers ⓘ

Dec 2017, Worldwide Desktop Only

Domain	Total Group Traffic Share	Total Group Traffic Share Split
spankbang.com	9.77%	77.7% 21.9%
youtube.com	7.06%	98.8%
d.quadrinhoseroticos.net	14.69%	45.5% 29.6% 24.9%
pixsense.net	5.82%	87.0%
anysex.com	3.71%	91.5%

Display Ad Network ^①

Dec 2017, Worldwide Desktop Only

pornhub.com youporn.com playboy.com brazers.com redtube.com

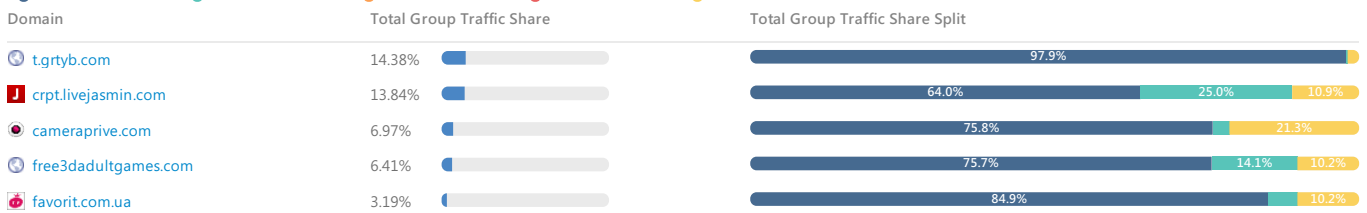


Traffic Destination

Top Ads Destination ^①

Dec 2017, Worldwide Desktop Only

pornhub.com youporn.com playboy.com brazers.com redtube.com





MIND**GEEK** BY THE NUMBERS

115 M+

Daily
Visitors

Spread throughout our network of web properties.

3B+

Ad
Impressions

Served to dozens of
millions
of daily visitors.

15 TB

Uploaded
Content

Uploaded content on a
daily basis

1000+

Employees
Worldwide

Working fulltime
in our
offices worldwide.

6

Offices Worldwide

MindGeek offices located worldwide.



Who We Are

(/about/)

(/about/)

MindGeek continues to drive the state of technology forward, developing industry-leading solutions enabling faster, more efficient delivery of content every second to millions of customers worldwide. The Company is committed to enhancing its technological capabilities and thrives on a sustainable growth trajectory built on innovation and excellence.

With over 1000 employees worldwide, MindGeek continues its expansion with the acquisition and licensing of some of the most iconic brands in entertainment media.

MindGeek is a global industry-leading information technology firm headquartered in Luxembourg, with offices in Nicosia, London, Montreal, Bucharest and Los Angeles.

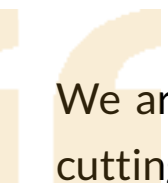
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(<http://www.facebook.com/MindGeekOfficial/>)

www.linkedin.com/company/mindgeek

(<http://www.linkedin.com/company/mindgeek>)



(<http://www.facebook.com/MindGeekOfficial/>)



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(/)

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The Gardnerian Book of Shadows

[Contents](#) [Start Reading](#)

This is the text of the Gardnerian Book of Shadows. In one sense, this is the central sacred text of the Wicca religion. However, it is important to point out that there is no 'official' Book of Shadows. Typically each coven has a hand-written copy of a Book of Shadows, sometimes in cypher or code, which reflects its own practices and knowledge. This particular text is derived from a file posted on the Internet in the early 90s, and quotes previously published material which was known to be in use by Gardner and his group.

The Book of Shadows was attributed by Gardner to an ancient, clandestine witch cult, which he claimed to have been initiated into. However, modern researchers have concluded that it was composed by Gardner. The text shows influences from English and Celtic Folk-lore, the Enochian system of John Dee, Thelema, the Golden Dawn, Stregaria, Tantric Yoga, the KJV Bible and even Kipling. This version organizes the material in chronological order and has estimated dates for each section, ranging from 1949 to 1961.

Because the Book of Shadows was never formally copyrighted or even attributed to an author, its copyright status is dubious. This version was compiled by Aidan A. Kelly and was originally posted on the Internet in the mid-90s as part of the [Internet Book of Shadows](#) material. Text in square brackets is Kelly's commentary.

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Casting the Circle

(1949)

It is most convenient to mark the circle with chalk, paint or otherwise, to show where it is; but marks on the carpet may be utilized. Furniture may be placed to indicate the bounds. The only circle that matters is the one drawn before every ceremony with either a duly consecrated Magic Sword or an Athame. The circle is usually nine feet in diameter, unless made for some very special purpose. There are two outer circles, each six inches apart, so the third circle has a diameter of eleven feet.

[1] Having chosen a place proper, take the sickle or scimitar of Art or a Witch's Athame, if thou mayest obtain it, and stick it into the center, then take a cord, and 'twere well to use the Cable Tow for this, and loop it over the Instrument, four and one half feet, and so trace out the circumference of the circle, which must be traced either with the Sword, or the knife with the black hilt, or it be of little avail, but ever leave open a door towards the North. Make in all 3 circles, one within the other, and write names of power between these.

[2] First draw circle with Magic Sword or Athame.

[3] Consecrate Salt and Water: Touch water with Athame, saying, "I exorcise thee, O creature of Water, that thou cast out from Thee all the impurities and uncleannesses of the Spirits of the World of Phantasm, so they may harm me not, in the names of Aradia and Cernunnos."

[4] Touching Salt with Athame, say, "The Blessings of Aradia and Cernunnos be upon this creature of Salt, and let all malignity and hindrance be cast forth hencefrom, and let all good enter herein, for without Thee man cannot live, wherefore I bless thee and invoke thee, that thou mayest aid me."

[5] Then put the Salt into the water.

[6] Sprinkle with exorcised water.

[7] Light candles; say, "I exorcise thee, O Creature of Fire, that every kind of Phantasm may retire from thee, and be unable to harm or deceive in any way, in the names of Aradia and Cernunnos."

[8] Caution initiate (if any); warn companions; enter circle and close doors with 3 pentagrams.

[9] Proclaim object of working

[10] Circumambulate 3 times or more before commencing work.

[11] Summon: "I summon, stir, and Call thee up, thou Mighty Ones of the East, South, West, and North." Salute and draw pentacle with Magic Sword or Athame, the first stroke being from the top down to the left.

[Next: Drawing Down the Moon](#)

Drawing Down the Moon

(1949)

High Priestess stands in front of Altar, assumes Goddess position (arms crossed). Magus, kneeling in front of her, draws pentacle on her body with Phallus-headed Wand, invokes, "I Invoke and beseech Thee, O mighty Mother of all life and fertility. By seed and root, by stem and bud, by leaf and flower and fruit, by Life and Love, do I invoke Thee to descend into the body of thy servant and High Priestess [name]." The Moon having been drawn down, i.e., link established, Magus and other men give Fivefold Kiss:

(kissing feet) "Blessed be thy feet, that have brought thee in these ways";

(kissing knees) "Blessed be thy knees, that shall kneel at the sacred altar";

(kissing womb) "Blessed be thy womb, without which we would not be";

(kissing breasts) "Blessed be thy breasts, formed in beauty and in strength";

(kissing lips) "Blessed be thy lips, that shall speak the sacred names."

Women all bow.

If there be an initiation, then at this time the Magus and the High Priestess in Goddess position (Arms Crossed) says the Charge while the Initiate stands outside the circle.

The Charge: "Lift Up the Veil"

(1949)

Magus: "Listen to the words of the Great mother, who of old was also called among men Artemis, Astarte, Dione, Melusine, Aphrodite, Cerridwen, Diana, Arianrhod, Bride, and by many other names."

High Priestess: "At mine Altars the youth of Lacedaemon in Sparta made due sacrifice. Whenever ye have need of anything, once in the month, and better it be when the moon is full, ye shall assemble in some secret place and adore the spirit of Me who am Queen of all Witcheries and magics. There ye shall assemble, ye who are fain to learn all sorcery, yet have not won its deepest secrets. To these will I teach things that are yet unknown. And ye shall be free from slavery, and as a sign that ye be really free, ye shall be naked in your rites, both men and women, and ye shall dance, sing, feast, make music, and love, all in my praise. There is a Secret Door that I have made to establish the way to taste even on earth the elixir of immortality. Say, 'Let ecstasy be mine, and joy on earth even to me, To Me,' For I am a gracious Goddess. I give unimaginable joys on earth, certainty, not faith, while in life! And upon death, peace unutterable, rest, and ecstasy, nor do I demand aught in sacrifice."

Magus: "Hear ye the words of the Star Goddess."

High Priestess: "I love you: I yearn for you: pale or purple, veiled or voluptuous. I who am all pleasure, and purple and drunkenness of the innermost senses, desire you. Put on the wings, arouse the coiled splendor within you. Come unto me, for I am the flame that burns in the heart of every man, and the core of every Star. Let it be your inmost divine self who art lost in the constant rapture of infinite joy. Let the rituals be rightly performed with joy and beauty. Remember that all acts of love and pleasure are my rituals. So let there be beauty and strength, leaping laughter, force and fire by within you. And if thou sayest, 'I have journeyed unto thee, and it availed me not,' rather shalt thou say, 'I called upon thee, and I waited patiently, and Lo, thou wast with me from the beginning,' for they that ever desired me shall ever attain me, even to the end of all desire.

This much of the rites must ever be performed to prepare for any initiation, whether of one degree or of all three.

The Initiation

First Degree

(1949)

Magus leaves circle by the doorway, goes to Postulant, and says, "Since there is no other brother here, I must be thy sponsor, as well as priest. I am about to give you a warning. If you are still of the same mind, answer it with these words: 'Perfect Love and Perfect Trust.'" Placing the point of the sword to the Postulant's breast, he says, "O thou who standeth on the threshold between the pleasant world of men and the domains of the Dread Lords of the Outer Spaces, hast thou the courage to make the Assay? For I tell thee verily, it were better to rush on my weapon and perish miserably than to make the attempt with fear in thy heart." Postulant: "I have two Passwords: Perfect Love and Perfect Trust." Magus drops the sword point, saying, "All who approach with perfect love and perfect trust are doubly welcome." Going around behind her, he blindfolds her, then putting his left arm around her waist and his right arm around her neck, he pulls her head back, says, "I give you the 3rd password, a Kiss to pass through this dread Door," and pushes her forward with his body, through the doorway and into the circle. Once inside, he releases her saying, "This is the way all are first brought into the circle." Magus closes the doorway by drawing the point of the sword across it three times, joining all three circles, saying, "Agla, Azoth, Adonai," then drawing three pentacles to seal it. Magus guides Postulant to south of altar, and whispers, "Now there is the Ordeal." Taking a short piece of cord from the altar, he ties it around her right ankle, saying, "Feet neither bound nor free." Taking a longer cord, he ties her hands together behind her back, then pulls them up, so that the arms form a triangle, and ties the cord around her neck, leaving the end dangling down in front as a Cable Tow. With the Cable Tow in his left hand and the sword in his right hand, the Magus leads her sunwise around the circle to the east, where he salutes with the sword and proclaims, "Take heed, O Lords of the Watchtowers of the East, (name), properly prepared, will be made a Priestess and a Witch." Magus leads her similarly to the south, west, and north, making the proclamation at each quarter. Next, clasping Postulant around the waist with his left arm, and holding the sword erect in his right hand, he makes her circumambulate three times around the circle with a half-running, half-dancing step. He halts her at the south of the altar, and strikes eleven knells on the bell. He then kneels at her feet, saying, "In other religions the postulant kneels, as the Priests claim supreme power, but in the Art Magical, we are taught to be humble, so we kneel to welcome them and say:

"Blessed be thy feet that have brought thee in these ways." (He kisses her feet.)

"Blessed be thy knees that shall kneel at the sacred altar." (He kisses her knees.)

"Blessed be thy womb, without which we would not be." (He kisses her Organ of Generation.)

"Blessed by thy breasts, formed in beauty and in strength." (He kisses her breasts.)

"Blessed be thy lips, which shall utter the sacred names." (He kisses her lips.)

Take measure thus: height, around forehead, across the heart, and across the genitals. Magus says, "Be pleased to kneel," and helps her kneel before the altar. He ties the end of the Cable Tow to a ring in the altar, so that the postulant is bent sharply forward, with her head almost touching the floor. He also ties her feet together with the short cord. Magus strikes three knells on the bell and says, "Art ready to swear that thou wilt always be true to the Art?"

Witch: "I am."

Magus strikes seven knells on the bell and says, "Before ye are sworn, art willing to pass the ordeal and be purified?"

Witch: "I am."

Magus strikes eleven knells on the bell, takes the scourge from the altar, and gives a series of three, seven, nine, and 21 strokes with the scourge across the postulant's buttocks. Magus says, "Ye have bravely passed the test. Art always ready to help, protect, and defend thy Brothers and Sisters of the Art?"

Witch: "I am."

Magus: "Art armed?"

Witch: "With a knife in my hair."

Magus: "Then on that knife wilt thou swear absolute secrecy?"

Witch: "I will."

Magus: "Then say after me. 'I, (name), in the presence of the Mighty Ones, do of my own will and accord, most solemnly swear that I will ever keep secret and never reveal the secrets of the Art, except it be to a proper person, properly prepared, within a circle such as I am now in. All this I swear by my hopes of a future life, mindful that my measure has been taken, and may my weapons turn against me if I break this my solemn oath.'"

Magus now unbinds her feet, unties the Cable Tow from the altar, removes the blindfold, and helps her up to her feet.

Magus says, "I hereby sign thee with the triple sign.

"I consecrate thee with oil." (He anoints her with oil on the womb, the right breast, the left breast, and the womb again.)

"I consecrate thee with wine." (He anoints her with wine in the same pattern.)

"I consecrate thee with my lips" (he kisses her in the same pattern), "Priestess and Witch."

Magus now unbinds her hands and removes the last cord, saying, "Now I Present to thee the Working Tools of a Witch. "First the Magic Sword. With this, as with the Athame, thou canst form all Magic Circles, dominate, subdue, and punish all rebellious Spirits and Demons, and even persuade the Angels and Geniuses. With this in your hand you are the ruler of the Circle. [Here "kiss" means that the initiate kisses the tool, and the Magus then kisses the Witch being initiated.]

"Next I present the Athame. This is the true Witch's weapon and has all the powers of the Magic Sword [kiss].

"Next I present the White-Handled Knife. Its use is to form all instruments used in the Art. It can only be properly used within a Magic Circle [Kiss].

"Next I present the Wand. Its use is to call up and control certain Angels and geniuses, to whom it would not be mete to use the Magic Sword [Kiss].

"Next I present the pentacles. These are for the purpose of calling up appropriate Spirits [Kiss].

"Next I present the Censer of Incense. This is used to encourage and welcome Good Spirits and to banish Evil Spirits.[kiss]

"Next I present the scourge. This is a sign of power and domination. It is also to cause suffering and purification, for it is written, to learn you must suffer and be purified. Art willing to suffer to learn?"

Witch: "I am."[Kiss]

Magus: "Next, and lastly I present the Cords. They are of use to bind the sigils in the Art, the material basis, and to enforce thy will. Also they are necessary in the oath. I Salute thee in the name of Aradia and Cernunnos, Newly made Priestess and Witch." Magus strikes seven knells on the bell and kisses Witch again, then circumambulates with her, proclaiming to the four quarters, "Hear, ye Mighty Ones, (name) hath been consecrated Priestess and Witch of the Gods." (Note, if ceremony ends here, close circle with "I thank ye for attending, and I dismiss ye to your pleasant abodes. Hail and farewell." If not, go to next degree.)

[Next: Initiation: Second Degree](#)

Initiation: Second Degree

Magus binds Witch as before, but does not blindfold her, and circumambulates with her, proclaims to the four quarters, "Hear, ye Mighty Ones, (name), a duly consecrated Priestess and Witch, is now properly prepared to be made a High Priestess and Witch Queen." Magus now leads her thrice around the circle with the half-running, half-dancing step, halts south of the altar, has the Witch kneel, and ties her down to the altar as before.

Magus: "To attain this sublime degree, it is necessary to suffer and be purified. Art ready to suffer to Learn?"

Priestess Witch: "I am."

Magus: "I prepare thee to take the great oath."

He strikes three knells on the bell, and again gives the series of three, seven, nine, and 21 strokes with the scourge as before.

Magus: "I now give thee a new name: _____. [kiss]"

Magus: "Repeat thy new name after me, I, (name), swear upon my mother's womb and by mine Honor among men and among my brothers and sisters of the Art, that I will never reveal to any at all any of the secrets of the Art, except it be to a worthy person, properly prepared, in the center of a Magic Circle, such as I am now in. This I swear by my hopes of Salvation, my past lives, and my hopes of future ones to come, and I devote myself to utter destruction if I break this my solemn oath."

Magus kneels, placing left hand under her knees and right hand on her head, thus forming magic link.

Magus: "I hereby will all my power into you." Wills.

Magus now unties her feet, unties the Cable Tow from the altar, and helps the Witch to her feet.

Magus: "I hereby sign and consecrate you with the great Magic Sign. Remember how it is formed and you will always recognize it.

"I consecrate thee with oil." (He anoints her with oil on her womb, right breast, left hip, right hip, left breast, and womb again, thus tracing a point-down pentacle.)

"I consecrate thee with wine." (He anoints her with wine in the same pattern.)

"I consecrate thee with my lips" (he kisses her in the same pattern), "High Priestess and Witch Queen."

Magus now unbinds Witch's hands and removes the cord, saying, "Newly made High Priestess and Witch Queen" [kiss] "you will now use the working tools in turn.

First, the Magic Sword; with it you will scribe the Magic Circle [kiss]

"Secondly, the Athame" (Form Circle) [kiss]

"Thirdly, the White Handled Knife" (use) [kiss]

"Fourthly, the Wand" (Wave to 4 Quarters) [kiss]

"Fifthly, the Pentacle" (Show to 4 Quarters) [kiss]

"Sixthly, the Censer of Incense" (Circle, cense) [kiss]

"Seventhly, the cords; bind me as I bound you." Witch binds Magus and ties him to Altar.

Magus: "Learn, in Witchcraft, thou must ever return triple. As I scourged thee, so thou must scourge me, but triple. So where you received 3, return 9; where you received 7, return 21; where you received 9, return 27; where you received 21, return 63." Witch scourges Magus as instructed, 120 strokes total.

Magus: "Thou hast obeyed the Law. But mark well, when thou receivest good, so equally art bound to return good threefold."

Witch now unbinds Magus and helps him to his feet. Magus, taking the new Initiate by the hand and holding the Athame in the other, passes once round the Circle, proclaiming at the Four Quarters, "Hear, Ye Mighty Ones, (name) hath been duly consecrated High Priestess and Witch Queen." (Note, if ceremony ends here, close circle with "Hail and farewell." If not go to next degree.)

[Next: Initiation: Third Degree](#)

Initiation: Third Degree

Magus: "Ere we proceed with this sublime degree, I must beg purification at thy hands."

High Priestess binds Magus and ties him down to the altar. She circumambulates three times, and scourges Magus with three, seven, nine, and 21 strokes. She then unbinds him and helps him to his feet. Magus now binds the High Priestess and ties her down to the altar. He circumambulates, proclaiming to the four quarters, "Hear, ye mighty Ones, the twice consecrate and Holy (name), High Priestess and Witch Queen, is properly prepared and will now proceed to erect the Sacred Altar." Magus scourges High Priestess with three, seven, nine, and 21 strokes. Cakes and wine may now be taken [see "Cakes and Wine"].

Magus: "Now I must reveal to you a great Mystery." [kiss].

Note: if High Priestess has performed this rite before, omit these words. High Priestess assumes Osiris position.

Magus: "Assist me to erect the Ancient Altar, at which in days past all worshipped, the Great Altar of all things. For in the old times a woman was the Altar. Thus was the altar made and so placed [Priestess lies down in such a way that her vagina is approximately at the center of the circle], and the sacred place was the point within the center of the circle, as we of old times have been taught, that the point within the center is the origin of all things. Therefore should we adore it." [kiss]

"Therefore, whom we adore, we also invoke, by the power of the lifted lance." Invokes. "O circle of stars [kiss], whereof our Father is but the younger brother [kiss], "Marvel beyond imagination, soul of infinite space, before whom time is ashamed, the mind bewildered and understanding dark, not unto thee may we attain unless thine image be of love [kiss].

"Therefore, by seed and root, and stem and bud and leaf and flower and fruit do we invoke thee, O, Queen of space, O dew of light, O continuous one of the Heavens [kiss]. "Let it be ever thus, that men speak not of Thee as one, but as none, and let them not speak of thee at all, since thou art continuous, for thou art the point within the circle [kiss], which we adore [kiss], the fount of life without which we would not be [kiss]. "And in this way truly are erected the Holy Twin Pillars Boaz and Joachim [kisses breasts]. In beauty and strength were they erected, to the wonder and glory of all men."

(Eightfold Kiss: 3 points, Lips, 2 Breasts and back to lips; 5 points)

"O Secrets of secrets that art hidden in the being of all lives. Not thee do we adore, for that which adoreth

is also thou. Thou art that and That am I [kiss].

"I am the flame that burns in every man, and in the core of every star [kiss].

"I am Life and the giver of Life, yet therefore is the knowledge of me the Knowledge of Death [kiss].

"I am alone, the Lord within ourselves whose name is **Mystery of Mysteries** [kiss].

"Make open the path of intelligence between us. For these truly are the 5 points of fellowship [on the right appears **an illuminated diagram of the point-up triangle above the pentacle**, the symbol for the third degree], feet to feet, knee to knee, groin to groin, breast to breast, arms around back, lips to lips, by the Great and Holy Names Abracadabra, Aradia, and Cernunnos.

Magus and High Priestess: "Encourage our hearts, Let thy Light crystallize itself in our blood, fulfilling us of Resurrection, for there is no part of us that is not of the Gods."

(Exchange Names.)

Closing the Circle High Priestess Circumambulates, proclaiming, "The twice consecrate High Priestess greets ye Mighty Ones, and dismisseth ye to your pleasant abodes. Hail and Farewell."

She draws the banishing pentacle at each quarter.

[Next: Cakes and Wine](#)

Cakes and Wine

(1949)

Magus kneels, fills Cup, offers to Witch [she is seated on the altar, holding her athame; Priest kneels before her, holding up the cup].

Witch, holding Athame between palms, places point in cup.

Magus: "As the Athame is the Male, so the Cup is the female; so, conjoined, they bring blessedness."

Witch lays aside Athame, takes Cup in both hands, drinks and gives drink. Magus Holds Paten to Witch, who blesses with Athame, then eats and gives to Eat. It is said that in olden days ale or mead was often used instead of wine. It is said that spirits or anything can be used so long as it has life.

[Next: The Sabbat Rituals: November Eve](#)

The Sabbat Rituals

November Eve

(1949)

Walk or slow dance, Magus leading High Priestess, both carrying Phallic wand or broom, people with torches or candles.

Witch chant or song: "Eko, eko, Azarak Eko, eko, Zomelak Bazabi lacha bachabe Lamac cahi achababe Karrellyos Lamac lamac Bachalyas cabahagy sabalyos Baryolos Lagoz atha cabyolas Samahac atha famolas Hurrahya!"

Form circle.

High Priestess assumes Goddess position.

Magus gives her Fivefold Kiss and is scourged.

All are purified [that is, bound and scourged with forty strokes, as in the initiation rituals].

Magus assumes God position.

High Priestess invokes with Athame: "Dread Lord of the shadows, god of life and the giver of life. Yet is the knowledge of thee the knowledge of death. Open wide, I pray thee, thy gates through which all must pass. Let our dear ones who have gone before, return this night to make merry with us. And when our time comes, as it must, O thou the comforter, the consoler, the giver of peace and rest, we will enter thy realms gladly and unafraid, for we know that when rested and refreshed among our dear ones, we shall be born again by thy grace and the grace of the Great Mother. Let it be in the same place and the same time as our beloved ones, and may we meet and know, and love them again. Descend, we pray thee, upon thy servant and Priest (name)."

High Priestess gives Fivefold Kiss to Magus.

Initiations if any; all others are purified.

(Note: Couples may purify each other if they will.)

Cakes and Wine.

The Great Rite if possible, either in token or truly.

Dismiss [the guardians, and close down the magic circle; the people then stay to] feast and dance.

[Next: The Sabbat Rituals: February Eve](#)

February Eve

After usual opening, all are doubly purified [that is, with eighty strokes].

Dance round outside circle, High Priestess with sword girded on and drawn, Phallic wand in left hand.

Enter circle.

Magus assumes God position.

High Priestess gives Fivefold Kiss, invokes: "Dread Lord of death and Resurrection, life and the giver of life, Lord within ourselves, whose name is Mystery of Mysteries, encourage our hearts. Let the light crystalize in our blood, fulfilling us of resurrection, for there is no part of us that is not of the gods. Descend, we pray thee, upon this thy servant and Priest (name)."

All should be purified in sacrifice before him. He then purifies the High Priestess with his own hands, and others if he will.

Cakes and wine.

Great Rite if possible, in token or real.

Games and dance as the people will.

Dismiss [the guardians, and close down the magic circle; the people then stay to] feast and dance.

May Eve

If possible ride poles, brooms, etc. High Priestess leading, quick dance step, singing

"O do not tell the priests of our arts. For they would call it sin, For we will be in the woods all night
Aconjuring conjuring summer in.

And we bring you good news by word of mouth. For women, cattle, and corn: The sun is coming up
from the south, With oak and ash, and thorn."

Meeting dance if possible.

Form circle as usual, and purify.

High Priestess assumes Goddess position; officers all give her the fivefold kiss.

She purifies all.

High Priestess again assumes Goddess position.

Magus invokes, draws down moon, "I invoke thee and call upon thee, O mighty Mother of us all, bringer
of all fruitfulness, By seed and root, by stem and bud, by leaf and flower and fruit, by life and love, do
we invoke thee, to descend upon the body of thy servant and Priestess here."

Magus gives Fivefold Kiss to High Priestess.

All should be purified in sacrifice before her, and she should purify Magus and some others with her own
hands.

Cakes and wine.

Games.

Great Rite if possible, in token or truly.

Dismiss [the guardians, and close down the magic circle; the people then stay to] feast and dance.

[Next: The Sabbath Rituals: August Eve](#)

August Eve

If possible, ride poles, broomsticks, etc.

Meeting Dance if possible [the double-spiral dance described in *Witchcraft Today*, p. 167].

Form circle.

Purify.

High Priestess stands in pentacle position.

Magus invokes her: "O mighty Mother of us all, Mother of all fruitfulness, give us fruit and grain, flocks and herds and children to the tribe that we be mighty, by thy rosy love, do thou descend upon thy servant and Priestess (name) here."

Magus gives Fivefold Kiss to High Priestess.

Candle game: Seated, the men form a circle, passing a lighted candle from hand to hand "deosil". The women form circle outside, trying to blow it out over their shoulders. Whoever's hand it is in when it is blown out is 3 times purified by whoever blew it out, giving fivefold Kiss in return. This game may go on as long as the people like.

Cakes and wine, and any other games you like.

Dismiss [the guardians, and close down the magic circle; the people then stay to] feast and dance.

On Chants

(1953)

Of old there were many chants and songs used especially in the Dances. Many of these have been forgotten by us here, but we know that they used cries of IAU which seems muchly like the cries EVO or EVOHE of the ancients. Much dependeth on the pronunciation if this be so. In my youth, when I heard IAU it seemed to be AEIOU, or rather, AAAEEIOOOOUU. This may be but the natural way to prolong it to make it fit for a call, but it suggests that these be possibly the initials of an invocation as Agla is said to be, and of sooth 'tis said that the whole Hebrew alphabet is said to be such, and for this reason is recited as a most powerful charm, but at least this is certain, these cries during the dances do have profound effect, as I myself have seen.

Other calls are IEHOUA and EHEIE; also Ho Ho Ho Ise Ise Ise.

IEO VEO VEO VEO VEOV OROV OV OVOVO may be a spell but is more likely to be a call. 'Tis like the EVOE EVOE of the Greeks and the "Heave ho!" of sailors. "Emen hetan" and "Ab hur, ab hus" seem calls; as "Horse and hattock, horse and go, horse and Pellatis, ho, ho, ho!"

"Thout, tout a tout tout, throughout and about" and "Rentum tormentum" are probably mispronounced attempts at a forgotten formula, though they may have been invented by some unfortunate being tortured, to evade telling the real formula.

To Help the Sick

(1953)

[1] Ever remember the promise of the goddess, "For ecstasy is mine and joy on earth" so let there ever be joy in your heart. Greet people with joy, be glad to see them. If times be hard, think, "It might have been worse. I at least have known the joys of the Sabbath, and I will know them again." Think of the grandeur, beauty, and Poetry of the rites, of the loved ones you meet through them. If you dwell on this inner joy, your health will be better. You must try to banish all fear, for it will really touch you. It may hurt your body, but your soul is beyond it all.

[2] And ever remember, that if you help others it makes you forget your own woes. And if another be in pain, do what you may to distract his attention from it. Do not say "You have no pain," but if you may, administer the drugs which sooth as well as those that cure. But ever strive to make them believe they are getting better. Install into them happy thoughts. If you can only get this into his inner mind so that it be always believed.

[3] To this end it is not wrong to let people think that we of the cult have more power than we have. For the truth is that if they believe we have more power than we really possess, we do really possess these powers, insomuch we can do good to them.

[4] You must try to find out about people. If you tell a slightly sick man, "You are looking better. You will soon be well," he will feel better, but if he is really ill, or in pain, his Knowledge that he is in pain will cause him to doubt your words in future. But if you give him one of the drugs and then say, "The pain is growing less. Soon it will be gone," because the pain goes, the next time you say, "The pain is going," he will believe you and the pain will really get less. But you must ever say so with conviction, and this conviction must come from your believing it yourself, because you yourself know that if you can fix his mind so that he believes you, it is true.

[5] 'Tis often better to look exactly between their eyes, looking as if your eyes pierced their heads, opening your eyes as wide as you may and never blink. This continued gazing oft causes the patient to grow sleepy. If they show signs of this, say "You are growing sleepy. You will sleep, you are tired. Sleep. Your eyes grow tired. Sleep." If they close their eyes, say "Your eyes close, you are tired, you cannot open your eyes." If they cannot, say "Your arms are tired, you cannot raise them." If they cannot, say "I am master of your mind. You must ever believe what I tell you. When I look like this into your eyes you will sleep and be subject to my will," then tell them they will sleep and wake up refreshed, feeling better. Continue this with soothing and healing drugs, and try to infuse into them the feeling of ecstasy that you feel at the Sabbath. They cannot feel it in full, but you can command them to feel what is

in your own mind, and try to concentrate on this ecstasy. If you may safely tell that you are of the Cult, your task may be easier. And it were well to command them to know it only with their sleeping mind, and forget it, or to be at least unable to tell anyone about it when awake. A good way is to command them that, if they are ever questioned about Witchcraft or Witches, to immediately fall asleep.

[6] Ever remember if tempted to admit or boast of belonging to the cult you be endangering your brothers, for though now the fires of persecution may have died down, who knows when they may be revived? Many priests have knowledge of our secrets, and they well know that, though much religious bigotry has calmed down, many people would wish to join our cult. And if the truth were known of its joys, the Churches would lose power, so if we take many recruits, we may loose the fires of persecution against us a gain. So ever keep the secrets.

[7] Think joy, think love, try to help others and bring joy into their lives. Children are naturally easier to influence than grown people. Ever strive to work through people's existing beliefs. For instance, more than half of the world believe in amulets. An ordinary stone is not an amulet but if it hath a natural hole in it, it must be something unusual, so if the patient hath this belief give him one. But first carry it next your skin for a few days, forcing your will into it, to cure pain, to feel safe, or against their particular fear, and this amulet may keep imposing your will when you are absent. The masters of talismans knew this full well when they say they must be made in a circle, to avoid distraction, by someone whose mind is on the subject of the work.

[8] But keep your own mind happy. Remember the Words of the Goddess: "I give unimaginable joys on Earth, certainty, not faith, while in life, and upon death, peace unutterable, rest, and ecstasy, and the promise that you will return again." In the old days many of us went to the flames laughing and singing, and so we may again. We may have joy in life and beauty, and peace and Death and the promise of return.

[9] The Bible speaks sooth, "A merry heart doeth good like a medicine but a broken spirit breaketh the bones." But you may not have a merry heart. Perchance you were born under an evil star. I think that the effects of the stars are overestimated, but you cannot make a merry heart to order, you say. But you can, in the Cult; there be secret processes by which your will and imagination may be influenced. This process also affects the body, and brings it to joy. Your body is happy, so your mind is happy. You are well because you are happy, and you are happy because you are well.

[10] Prayer may be used with good result if the patient believes it can and will work. Many believe it can, but do not believe their God or saint will help. Prayers to the Goddess help, especially the Amalthean Horn Prayer, as it causes stimulation to the body as well as to the mind.

[Next: The Scourge and the Kiss](#)

The Scourge and the Kiss.

(1953)

[1] Invocation

(Feet, knees, and wrists should be tightly bound to retard blood.) Scourge 40 or more, to make skin tingle, then say, invoking Goddess,

Hail, Aradia, from the Amalthean horn Pour forth thy store of Love. I lowly bend Before Thee! I invoke thee at the end When other Gods are fallen and put to scorn. Thy foot is to my lips! My sighs inborn Rise, touch, curl about thy heart. Then spend, Pitiful Love, loveliest Pity, descend And bring me luck who am lonely and forlorn.

Ask the Goddess to help you to obtain your desires, then Scourge again to bind the spell. This be powerful in ill luck and for sickness. It must be said in a Circle, and you must be properly prepared and well purified, both before and after saying, to bind the spell. Before starting you must make a very clear picture in your mind of what you wish. Make yourself see the wish obtained. Be sure in your own mind exactly what it is and how it is to be fulfilled. This spell is the one that was taught to me long ago and I have found it works, but I don't think there is any special virtue in these words. Any others can be

substituted provided they ask the goddess's (or gods') help, and say clearly what you wish and you form the clear mental image; and if it doesn't work at first, keep on trying till it works. Your helper, who wields the scourge, must know what you wish, and also form the mental image. And at first at any rate, it will be better for you to work the spell, then for the girl to take your place and work it also; you scourge her. Don't try anything difficult at first, and do it at least once a week till it works. You have to get into sympathy with each other, before anything happens, and regular working helps this. Of spells, the exact words matter little if the intent be clear and you raise the true power, and sufficient thereof. Always in rhyme they are. There is something queer about rhyme. I have tried, and the same seem to lose their power if you miss the rhyme. Also in rhyme, the words seem to say themselves. You do not have to pause and think: "What comes next?" Doing this takes away much of your intent.

[2] Order and discipline must be kept. A High Priest or Priestess may and should punish all faults to this end, and all of the Cult must accept such corrections willingly. All are brothers and sisters, for this reason: that even the High Priestess must submit to the scourge. Each fault should be corrected separately. The Priest or Priestess must be properly prepared and call the culprit to trial. They must be prepared as for initiation and kneel, be told their fault and sentence pronounced. Punishment should be the scourge, followed by a forfeit such as several fivefold kisses or something of this nature. The culprit

must acknowledge the justice of the punishment by kissing hands and scourge on receiving sentence and again when thanking for punishment received. [1](#)

[3] The scourgings are 3, 7, 9 (thrice three), and 21 (thrice seven) 40 in all. It is not meet to make offerings [scourgings] of less than two score to the Goddess, for here be a mystery. The fortunate numbers be: 3 and 5. For three added to two (the Perfect Couple) be five. And three and five be eight; eight and five be thirteen; thirteen and eight be twenty-one. The Fivefold Kiss is called 5, but there are 8 kisses, for there be 2 feet and 2 knees and genitals and 2 breasts and the lips. And 5 times 8 be two score. Also, fortunate numbers be 3, 7, 8, and 21, which total 40, or two score. For each man and woman hath ten fingers and ten toes, so each totals a score. And a perfect couple be two score. So a lesser number would not be perfect prayer. If more are required make it a perfect number, as four score or six score. Also there be Eight Elemental Weapons.

[4] To make the anointing ointment, take some glazed pans filled half full with grease or olive oil. Put in one sweet mint, marjoram in another, ground thyme in a 3rd, and if you may have it, patchouli, dried leaves pounded. Place pans in hot water bath. Stir and cook for several hours, then pout into linen bags, and squeeze grease through into pans again, and fill up with fresh leaves. After doing this several times, the grease will be highly perfumed. Then mix all together and store in a well-corked jar. Anoint behind ears, throat, armpits, breasts, and womb. Also, for all ceremonies where the feet are kissed, they should also be anointed.

Footnotes

[???1](#) Gardner appended this paragraph to the Craft Laws in the early 1960s.

[Next: The Priestess and the Sword](#)

The Priestess and the Sword

(1953)

It is said, "When a woman takes the main part in worship of the Male God, she must be girt with a sword." Note. This hath been explained as meaning that a man should be Magus representing the God, but if no one of sufficient rank and knowledge be present, a woman armed as a man may take his place. The sheath should be worn in a belt. She should carry the sword in hand, but if she has to use her hands, she should sheath the sword. Any other woman in the circle while this worship is performed shall be sword in hand. Those outside the circle only have the athame. A woman may impersonate either the God or the Goddess, but a man may only impersonate the God.

[Next: The Warning](#)

The Warning

(1953)

Keep this book in your own hand of write. Let brothers and Sisters copy what they will, but never let this book out of your hands, and never keep the writings of another, for if it be found in their hand of write, they may well be taken and tortured. Each should guard his own writings and destroy them whenever danger threatens. Learn as much as you may by heart, and when the danger is past, rewrite your book. For this reason, if any die, destroy their book if they have not been able to, for, if it be found nd, 'tis clear proof against them. "Ye may not be a Witch alone"; so all their friends be in danger of the torture. So destroy everything not necessary. If your book be found on you, 'tis clear proof against you. You may be tortured. Keep all thought of the cult from your mind. Say you had bad dreams, that a Devil caused you to write this without your knowledge. Think to yourself, "I Know Nothing. I Remember nothing. I have forgotten all." Drive this into your mind. If the torture be too great to bear, say, "I will confess. I cannot bear this torment. What do you want me to say? Tell me and I will say it." If they try to make you talk of the broth, do not, but if they try to make you speak of impossibilities, such as flying through the air, consorting with the Devil, sacrificing children, or eating men's flesh, say, "I had an evil dream. I was not myself. I was crazed." Not all Magistrates are bad. If there be an excuse, they may show you mercy. If you have confessed aught, deny it afterwards. Say you babbled under the torture; you knew not what you did or said. If you be condemned, fear not. The Brotherhood is powerful. They may help you to escape if you are steadfast. If you betray aught, there is no hope for you, in this life, or in that which is to come. But, 'tis sure, that if steadfast you go to the pyre, drugs will reach you. You will feel naught, and you go but to Death and what lies beyond, the ecstasy of the Goddess. The same with the working Tools. Let them be as ordinary things that anyone may have in their homes. The Pentacles shall be of wax that they may be melted or broken at once. Have no sword unless your rank allows you one. Have no names or signs on anything. Write them on in ink before consecrating them and wash it off at once when finished. Never boast, never threaten, never say you wish ill to anyone. If any speak of the craft, say, "Speak not to me of such, it frightens me, 'tis evil luck to speak of it."

[Next: Of the Ordeal of the Art Magical](#)

Of the Ordeal of the Art Magical

(1953)

Learn of the spirit that goeth with burdens that have not honour, for 'tis the spirit that stoopeth the shoulders and not the weight. Armour is heavy, yet it is a proud burden and a man standeth upright in it. Limiting and constraining any of the senses serves to increase the concentration of another. Shutting the eyes aids the hearing. So the binding of the initiate's hands increases the mental perception, while the scourge increaseth the inner vision. So the initiate goeth through it proudly, like a princess, knowing it but serves to increase her glory. But this can only be done by the aid of another intelligence and in a circle, to prevent the power thus generated being lost. Priests attempt to do the same with their scourgings and mortifications of the flesh. But lacking the aid of bonds and their attention being distracted by their scourging themselves and what little power they do produce being dissipated, as they do not usually work within a circle, it is little wonder that they oft fail. Monks and hermits do better, as they are apt to work in tiny cells and coves, which in some way act as circles. The Knights of the Temple, who used mutually to scourge each other in an octagon, did better still; but they apparently did not know the virtue of bonds and did evil, man to man. But perhaps some did know? What of the Church's charge that they wore girdles or cords?

[Next: The Eightfold Way](#)

The Eightfold Way.

(1953)

Eightfold Path or Ways to the Centre.

1 Meditation or Concentration. This in practice means forming a mental image of what is desired, and forcing yourself to see that it is fulfilled, with the fierce belief and knowledge that it can and will be fulfilled, and that you will go on willing till you force it to be fulfilled. Called for short, "Intent"

2 Trance, projection of the Astral.

3 Rites, Chants, Spells, Runes, Charms, etc.

4 Incense, Drugs, Wine, etc., whatever is used to release the Spirit. (Note. One must be very careful about this. Incense is usually harmless, but you must be careful. If it has bad aftereffects, reduce the amount used, or the duration of the time it is inhaled. Drugs are very dangerous if taken to excess, but it must be remembered that there are drugs that are absolutely harmless, though people talk of them with bated breath, but Hemp is especially dangerous, because it unlocks the inner eye swiftly and easily, so one is tempted to use it more and more. If it is used at all, it must be with the strictest precautions, to see that the person who uses it has no control over the supply. This should be doled out by some responsible person, and the supply strictly limited.)

5 The Dance, and kindred practices.

6 Blood control (the Cords), Breath Control, and kindred practices.

7 The Scourge.

8 The Great Rite.

These are all the ways. You may combine many of them into the one experiment, the more the better.

The Five Essentials:

1. The most important is "Intention": you must know that you can and will succeed; it is essential in every operation.

2. Preparation. (You must be properly prepared according to the rules of the Art; otherwise you will never succeed.)
3. The Circle must be properly formed and purified.
4. You all must be properly purified, several times if necessary, and this purification should be repeated several times during the rite.
5. You must have properly consecrated tools.

These five essentials and Eight Paths or Ways cannot all be combined in one rite. Meditation and dancing do not combine well, but forming the mental image and the dance may be well combined with Chants. Spells, etc., combined with scourging and No. 6, followed by No. 8, form a splendid combination. Meditation, following scourging, combined with Nos. 3 and 4 and 5, are also very Good. For short cuts concentration, Nos. 5, 6, 7, and 8 are excellent.

[Next: To Gain the Sight](#)

To Gain the Sight

(1953)

[1] This cometh to different people in diverse ways. 'Tis seldom it cometh naturally, but it can be induced in many ways. Deep and prolonged meditation may do it, but only if you be a natural, and usually prolonged fasting was also necessary. Of old monks and nuns obtained visions by long vigils, combined with fasting, flagellation till the blood came, and other mortifications of the flesh, and so undoubtedly had visions. In the East it is tried with various tortures, at the same time sitting in cramped postures, which retard the flow of blood, and these torments, long and continued, give good results. But in the Art we are taught an easier way to intensify the imagination, at the same time controlling the blood supply, and this may best be done by using the ritual.

[2] Incense is also good to propitiate the Spirits, but also to induce relaxation and to help to build up the atmosphere which is necessary to suggestibility. (For our human eyes are so blind to what really is, that it is often necessary to suggest that it is there, before we may see it, as we may point out to another something at a distance before they may see it themselves. Gum mastic, aromatic rush roots, cinnamon bark, musk, juniper, sandalwood, and ambergris in combination are all good, but patchouli is best of all. And if you may have hemp, 'tis better still, but be very careful of this.

[3] The circle being formed, all properly prepared, and the Rites done, and all purified, the aspirant should warlock and take his tutor round the circle, saluting the Mighty Ones, and invoke them to aid the operation. Then both dance round till giddy, invoking or using chants. Scourge. Then the Tutor should warlock very tightly, but not so to cause discomfort, but enough to retard the blood slightly. Again they should dance round, chanting, then scourge with light, steady, monotonous, slow strokes. It is very good that the pupil may see them coming (this may be arranged from position, or if a big mirror is available, this can be used with excellent effect) as this has the effect of passes, and helps greatly to stimulate the imagination, and it is important that they be not hard, the object being not to do more than draw the blood to that part and so away from the brain. This with the tight warlocking, which should be warricked, slows down the circulation of the blood, and the passes soon induce a drowsiness and a stupor. The tutor should watch for this. As soon as the aspirant sleeps, the scourging should cease. The tutor should also watch that the pupil become not cold, and if they struggle or become distressed, they should be at once awakened. (Note: if it cannot be arranged for the pupil to see, the wand may be used, for a time, then return to scourging.)

[4] Do not be discouraged if no results come after two or three attempts. It will come, when both are in the right state. When you get some result, then results will come more quickly. Soon some of the ritual may be shortened, but never neglect to invoke the Goddess, and the Mighty Ones, or to form the Circle

and do everything rightly. And for good and clear results, it is ever better to do too much ritual than too little.

[5] It hath been found that this practice doth often cause a fondness between aspirant and tutor, and 'tis a cause of better results if this be so. If for any reason it is undesirable that there be any great fondness between aspirant and tutor, this may be easily avoided, by both parties from the onset firmly resolving in their minds that if any doth ensue, it shall be that of brother and sister or parent and child. And it is for this reason that a man may only be taught by a woman and a woman by a man, and that man and man, and woman and woman, should never attempt these practices together. And may all the Curses of the Mighty Ones be on any who make the attempt. [2](#)

[6] Remember, the Circle, properly constructed, is ever necessary to prevent the power released from being dissipated. It is also a barrier against any disturbances of mischievous forces, for to obtain good results you must be free from all disturbances. Remember that darkness, points of light gleaming amid the surrounding dark, incense, and the steady passes by a white arm are not stage effects. They are the mechanical implements which start the suggestions, which later unlocks the knowledge that it is possible to obtain the divine ecstasy, and so attain knowledge and communion with the Divine Goddess. When once you have attained this, Ritual is not needed, as you may attain the state of ecstasy at will, but till then, or if you having attained this yourself, and wish to bring a companion to this state of joy, ritual is best.

Footnotes

[???2](#) Gardner appended this paragraph to the Craft Laws in the early 1960s.

[Next: Power](#)

Power

(1953)

Power is latent in the body and may be drawn out and used in various ways by the skilled. But unless confined in a circle it will be swiftly dissipated. Hence the importance of a properly constructed circle. Power seems to exude from the body via the skin and possibly from the orifices of the body; hence you should be properly prepared. The slightest dirt spoils everything, which shows the importance of thorough cleanliness. The attitude of mind has great effect, so only work with a spirit of reverence. A little wine taken and repeated during the ceremony, if necessary, helps to produce power. Other strong drinks or drugs may be used, but it is necessary to be very moderate, for if you are confused, even slightly, you cannot control the power you evoke. The simplest way is by dancing and singing monotonous chants, slowly at first and gradually quickening the tempo until giddiness ensues. Then the calls may be used, or even wild and meaningless shrieking produces power. But this method inflames the mind and renders it difficult to control the power, though control may be gained through practice. The scourge is a far better way, for it stimulates and excites both body and soul, yet one easily retains control. The Great Rite is far the best. It releases enormous power, but the conditions and circumstances make it difficult for the mind to maintain control at first. It is again a matter of practice and the natural strength of the operator's will and, in a lesser degree, of those of his assistants. If, as of old, there were many trained assistants present and all wills properly attuned, wonders occurred. Sorcerers chiefly used the blood sacrifice; and while we hold this to be evil, we cannot deny that this method is very efficient. Power flashes forth from newly shed blood, instead of exuding slowly as by our method. The victim's terror and anguish add keenness, and even quite a small animal can yield enormous power. The great difficulty is in the human mind controlling the power of the lower animal mind. But sorcerers claim they have methods for effecting this and that the difficulty disappears the higher the animal used, and when the victim is human disappears entirely. (The practice is an abomination but it is so.) Priests know this well; and by their auto-da-fé, with the victims' pain and terror (the fires acting much the same as circles), obtained much power. Of old the Flagellants certainly evoked power, but through not being confined in a circle much was lost. The amount of power raised was so great and continuous that anyone with knowledge could direct and use it; and it is most probable that the classical and heathen sacrifices were used in the same way. There are whispers that when the human victim was a willing sacrifice, with his mind directed on the Great Work and with highly skilled assistants, wonders ensued but of this I would not speak.

Properly Prepared.

(1953)

Naked, but sandals (not shoes) may be worn. For initiation, tie hands behind back, pull up to small of back, and tie ends in front of throat, leaving a cable-tow to lead by, hanging down in front. (Arms thus form a triangle at back.) When initiate is kneeling at altar, the cable-tow is tied to a ring in the altar. A short cord is tied like a garter round the initiate's left leg above the knee, with ends tucked in. Another is tied round right ankle and ends tucked in so as to be out of the way while moving about. These cords are used to tie feet together while initiate is kneeling at the altar and must be long enough to do this firmly. Knees must also be firmly tied. This must be carefully done. If the aspirant complains of pain, the bonds must be loosened slightly; always remember the object is to retard the blood flow enough to induce a trance state. This involves slight discomfort, but great discomfort prevents the trance state; so it is best to spend some little time loosening and tightening the bonds until they are just right. The aspirant alone can tell you when this is so. This, of course, does not apply to the initiation, as then no trance is desired; but for the purpose of ritual it is good that the initiates be bound firmly enough to feel they are absolutely helpless but without discomfort.

[Next: The Meeting Dance](#)

The Meeting Dance.

(1953)

The Maiden should lead. A man should place both hands on her waist, standing behind her, and alternate men and women should do the same, the Maiden leading and they dance following her. She at last leads them into a right-hand spiral. When the center is reached (and this had better be marked by a stone), she suddenly turns and dances back, kissing each man as she comes to him. All men and women turn likewise and dance back, **men kissing girls and girls kissing men.** All in time to music, it is a merry game, but must be practiced to be done well. Note, the musicians should watch the dancers and make the music fast or slow as is best. For the beginners it should be slow, or there will be confusion. It is most excellent to get people to know each other at big gatherings.

[Next: To Leave the Body](#)

To Leave the Body.

(1953)

"Tis not wise to strive to get out of your body until you have thoroughly gained the Sight. The same ritual as to gain the Sight may be used, but have a comfortable couch. Kneel so that you have your thigh, belly, and chest well supported, the arms strained forward and bound one on each side, so that there is a decided feeling of being pulled forward. As the trance is induced, you should feel a striving to push yourself out of the top of your head. The scourge should be given a dragging action, as if to drive or drag you out. Both wills should be thoroughly in tune, keeping a constant and equal strain. When trance comes, your tutor may help you by softly calling your name. You will probably feel yourself drawn out of your body as if through a narrow opening, and find yourself standing beside your tutor, looking at the body on the couch. Strive to communicate with your tutor first; if they have the Sight they will probably see you. Go not far afield at first, and 'tis better to have one who is used to leaving the body with you. A note: When, having succeeded in leaving the body, you desire to return, in order to cause the spirit body and the material body to coincide, THINK OF YOUR FEET. This will cause the return to take place.

[Next: The Working Tools](#)

The Working Tools

(1953)

There are no magical supply shops, so unless you are lucky enough to be given or sold tools, a poor witch must extemporize. But when made you should be able to borrow or obtain an Athame. So having made your circle, erect an altar. Any small table or chest will do. There must be fire on it (a candle will suffice) and your book. For good results incense is best if you can get it, but coals in a chafing dish burning sweet-smelling herbs will do. A cup if you would have cakes and wine, and a platter with the signs drawn into the same in ink, showing a pentacle. A scourge is easily made (note, the scourge has eight tails and five knots in each tail). Get a white-hilted knife and a wand (a sword is not necessary). Cut the marks with Athame. Purify everything, then consecrate your tools in proper form and ever be properly prepared. But ever remember, magical operations are useless unless the mind can be brought to the proper attitude, keyed to the utmost pitch. Affirmations must be made clearly, and the mind should be inflamed with desire. With this frenzy of will, you may do as much with simple tools as with the most complete set. But good and especially ancient tools have their own aura. They do help to bring about that reverential spirit, the desire to learn and develop your powers. For this reason witches ever try to obtain tools from sorcerers, who, being skilled men, make good tools and consecrate them well, giving them mighty power. But a great witch's tools also gain much power; and you should ever strive to make any tools you manufacture of the finest materials you can obtain, to the end that they may absorb your power the more easily. And of course if you may inherit or obtain another witch's tools, power will flow from them. It is an old belief that the best substances for making tools are those that have once had life in them, as opposed to artificial substances. Thus wood or ivory is better for a wand than metal, which is more appropriate for knives or swords. Virgin parchment is better than manufactured paper for talismans, etc. And things which have been made by hand are good, because there is life in them.

[Next: Skyclad](#)

Skyclad

(1953)

It is important to work naked from the start, so it becometh as second nature, and no thought of "I have no clothes" shall ever intrude and take your attention from the work. Also, your skin being so accustomed to unconfinement, when power is given off the flow is more easy and regular. Also, when dancing you are free and unconfined. . . . And the greatest of all, the touch of the body of your beloved thrills your inmost soul, and so your body gives out its utmost power; and then it is most important of all that there is not the slightest thing to divert the attention, for then the mind must seize and mold the power generated, and redirect it to the desired end with all the force and frenzy of the imagination. It has been said that no real knowledge may be gained our way, that our practices are such that they can only lead to lust; but this is not really so. Our aim is to gain the inner sight, and we do it the most natural and easy way. Our opponents' aim is ever to prevent man and woman from loving, thinking that everything that helps or even permits them to love is wicked and vile. To us it is natural, and if it aids the Great Work it is good. 'Tis true that a couple burning with a frenzy for knowledge may go straight to their goal, but the average couple have not this fire. We show them the way, our system of props and aids (i.e., magic ritual). A couple working with nothing but lust will never attain in any case; but a couple who love each other dearly should already be sleeping together, and the first frenzy of love will have passed, and their souls will already be in sympathy. If the first time or two they do stay a while to worship Aphrodite, 'tis only a day or two lost, and the intense pleasure they obtain only leads them again to the mysteries of Hermes, their souls more attuned to the great search. Once they have pierced the veil they will not look back. This rite may be used as the greatest of magics if it be done with both partners firmly fixing their minds on the object and not thinking of sex at all. That is, you must so firmly fix your mind on your object that sex and all else are naught. You inflame your will to such an extent that you may create a strain on the astral such that events happen.

[Next: A Revision of the Casting Procedure](#)

A Revision of the Casting Procedure

(1957)

ALL ARE PURIFIED

[1] Magus consecrates salt and water.

[2] High Priestess kneels at Altar, takes up Sword, says, "I conjure thee, O Sword of Steel, to serve me as a defence in all Magical Operations. Guard me at all times against mine enemies, both visible and invisible. Grant that I may obtain what I desire in all things wherein I may use Thee, Wherefore do I bless Thee and invoke Thee in the names of Aradia and Cernunnos." Gives Sword to Magus.

[3] Magus kneeling hands her vessel of consecrated Water and Aspergillum. He Casts the Circle, three circles, on the lines marked out, starting at the East and returning to the East. High Priestess follows, Asperging Circle (sprinkling it to purify it) and all present and finally herself. Then she goes round again censing it. (Everyone in the circle must be sprinkled and censed.) She returns vessel, etc., to Magus, who places them on altar, or convenient place, and hands her Sword [handwritten].

[4] She walks slowly round Circle, saying, "I conjure Thee, O Circle of Space, that thou be a Boundary and a Protection and a meeting place between the world of Men and that of the Dread Lords of the OUTER SPACES, that Thou be cleansed, Purified, and strengthened to be a

Guardian and a Protection that shall preserve and contain THAT POWER which we so earnestly desire to raise within thy bounds this night, wherefore do I bless thee and entreat thee to aid me in the endeavor, in the names of Aradia and Cernun nos." Hands sword to Magus [handwritten].

[5] Magus then summons the Mighty Ones as usual.

[6] High Priestess stands in front of Altar (which may be pushed back for this). High Priestess assumes Goddess position (arms crossed). Magus kneeling in front of her, draws pentacle on her body with Phallus-headed Wand, Invokes (Drawing down the Moon), "I Invoke and beseech Thee, O mighty MOTHER of all life and fertility. 'By seed and root, by stem and bud, by leaf and flower and fruit, by Life and Love, do I invoke Thee' to descend into the body of thy servant and High Priestess (name)." (The Moon hav ing been drawn down, i.e., link established, Magus and all male officers give fivefold kiss; all others bow.)

[7] High Priestess in Goddess position says, arms crossed,

"Mother, Darksome and Divine, Mine the Scourge and Mine the Kiss, The Five-point Star of Love and Bliss; Here I charge ye in this Sign. (Opens out Arms to pentacle position)

Bow before my Spirit bright (All bow) Aphrodite, Arianrhod, Lover of the Horned God, Queen of Witchery and Night.

Diana, Brigid, Melusine, Am I named of old by men, Artemis and Cerridwen, Hell's dark mistress, Heaven's Queen.

Ye who ask of me a boon, Meet ye in some hidden shade, Lead my dance in greenwood glade By the light of the full moon.

Dance about mine altar stone, Work my holy magistracy, Ye who are fain of sorcery, I bring ye secrets yet unknown.

No more shall ye know slavery who tread my round the Sabbat night. Come ye all naked to the rite In sign that ye are truly free.

Keep ye my mysteries in mirth, Heart joined to heart and lip to lip. Five are the points of fellowship That bring ye ecstasy on Earth.

No other law but love I know; By naught but love may I be known, And all that liveth is my own: From me they come, to me they go.

[Next: The Prose Charge](#)

The Prose Charge

(1957)

THE CHARGE, to be read while the initiate stands, properly prepared before the Circle.

[Magus]: Listen to the words of the **Great mother**, who was of old also called among men, **Artemis**, **Astarte**, **Dione**, **Melusine**, **Aphrodite**, **Cerridwen**, **Diana**, **Arianrhod**, **Bride**, and by many other names.

[High Priestess]: "At mine Altars the youth of Lacedaemon in Sparta made due sacrifice. Whenever ye have need of anything, once in the month, and **better it be when the moon is full**. Then ye shall **assemble in some secret place** and **adore the spirit of Me who am Queen of all Witcheries**. There ye shall assemble, ye **who are fain to learn all sorcery**, yet **who have not won its deepest secrets**. To these **will I teach things that are yet unknown**. And ye shall be free from slavery, and as a sign that ye be really free, ye shall be **naked in your rites**, and ye **shall dance, sing, feast, make music, and love, all in my praise**." "For mine is the **ecstasy of the Spirit**, and mine is also joy on earth. **For my Law is Love unto all beings**. "Keep pure your highest ideals. Strive ever towards it. Let naught stop you or turn you aside. "For mine is the secret which opens upon the door of youth; and **mine is the cup of the Wine of Life**; and the Cauldron of Cerridwen, which is the Holy Grail of Immortality. "I am the Gracious Goddess who gives the gift of Joy unto the heart of Man. "Upon Earth I give the knowledge of the Spirit Eternal, and beyond death I give peace and freedom, and reunion with those who have gone before. Nor do I demand aught in sacrifice, for behold, I am the Mother of all things, and my love is poured out upon earth."

[Magus]: Hear ye the words of the **Star Goddess**, She in the dust of whose feet are the hosts of Heaven, whose body encircleth the universe.

[High Priestess]: "**I who am the beauty of the green earth**; and **the White Moon amongst the Stars**; and **the mystery of the Waters**; and **the desire of the heart of man**. I call unto thy soul: arise and come unto me. "For I am the **Soul of nature** who giveth life to the Universe; **From me all things proceed; and unto me, all things must return**. **Beloved of the Gods and men**, thine inmost divine self shall be enfolded in the raptures of the infinite. **Let my worship be within the heart that rejoiceth**, for behold: **all acts of love and pleasure are my rituals**; and therefore let there be Beauty and Strength, Power and Compassion, Honour and Humility, Mirth and reverence within you. "And thou who thinkest to seek me, know that thy seeking and yearning shall avail thee not unless thou know the mystery, that if that which thou seekest thou findest not within thee, thou wilt never find it without thee, for behold; I have been with thee from the beginning, and **I am that which is attained at the end of desire**."

[Next: Cakes and Wine](#)

CAKES AND WINE

(1957)

High Priestess seated on Altar, God position.

Magus, kneeling, kisses her feet, then knees, bows with head below her knees, extends arms along her thighs, and adores.

Magus fills cup and offers it to High Priestess, who, holding Athame between palms, places point in cup.

Magus says: "As the Athame is the male, so the cup is the female, and conjoined they bring blessedness."

High Priestess lays Athame aside, and takes Cup and drinks, gives Cup to server, who puts a little in each glass.

Magus presents Pentacle with cakes to High Priestess, saying, "Oh Queen most secret, bless this food unto our bodies, bestowing health, wealth, strength, joy and peace, and that fulfillment of love that is perpetual happiness".

High Priestess blesses them with Athame, takes Cake and eats, while the Magus gives her the Cup again and kisses knees and adores.

All sit as Witches, and invite High Priestess to join them.

[Next: The Sabbat Rituals: Spring Equinox](#)

The Sabbat Rituals

Spring equinox

(1957)

The symbol of the wheel should be placed on the altar upright, decked with flowers, flanked with burning candles. The Cauldron, containing spirits, is in the east. Magus in west, High Priestess in east with Phallic wand or pinecone-tipped wand, or broomstick, or riding pole, broom upwards. High Priestess lights Cauldron, saying,

"We kindle fire this day! In the presence of the Holy Ones: Without malice, without jealousy, without envy. Without fear of aught beneath the sun. But the High Gods.

Thee we invoke: O light of life: Be thou a bright flame before us: Be thou a guiding star above us: Be thou a smooth path beneath us;

Kindle thou in our hearts within, A flame of love for our neighbor, To our foes, to our friends, to our kindred all: To all men on this broad Earth.

O merciful son of Cerridwen, From the lowest thing that liveth To the name that is highest of all."

High Priestess draw pentacle upon Magus with wand, kiss, gives it to him. He does likewise. They lead the dance round the circle, all couples leaping burning fire. The last couple as the fire goes out

should be well-purified three times, and each should give Fivefold Kiss to all of opposite sex.

Cakes and wine.

If the people will, the Cauldron dance can be done again, many times, or other games can be played.

Summer Solstice

Form circle. Invoke, Purify. Cauldron is placed before altar filled with water, wreathed with summer flowers. The people, men and women alternately, stand round circle. High Priestess stands in north, before Cauldron, holding raised wand, which should be Phallic or tipped with a pinecone (anciently the thyrsus) or a riding pole or a broomstick, invokes the sun.

"Great One of Heaven, Power of the Sun, we invoke thee in thine ancient names, Michael, Balin, Arthur, Lugh, Herne. Come again, as of old, into this thy land. Lift up thy shining spear of light to protect us. Put to flight the powers of darkness, give us fair woodlands and green fields, blossoming orchards and ripening corn. Bring us to stand upon thy hill of vision, and show us the path to the lovely realms of the gods."

High Priestess draws invoking pentacle on Magus with wand.

Magus comes forward sunwise and takes wand with kiss, plunges wand into Cauldron and holds it upright, saying, "The spear to the Cauldron, the lance to the Grail, spirit to flesh, man to woman, sun to earth." He salutes High Priestess over Cauldron, then rejoins people, still bearing wand.

High Priestess takes aspergillum, stands by Cauldron, says, "Dance ye about the Cauldron of Cerridwen the Goddess, and be ye blessed with the touch of this consecrated water, even as the sun, the lord of light, arriveth in his strength in the sign of the waters of life."

The people dance sunwise about the altar and Cauldron, led by Magus bearing wand. High Priestess sprinkles them lightly as they pass her.

Ritual of cakes and wine.

Any other dances, rites, or games as the Priestess and people wish.

Autumn Equinox

The altar should be decorated with symbols of autumn, pine cones, oak sprigs, acorns, or ears of corn, and should have fire or burning incense on it as usual. After usual purification, the people stand round, men and women alternately. Magus at west of altar in God position.

High Priestess stands at east of altar, facing him, and reads the incantation.

"Farewell, O Sun, ever returning light. The hidden god, who ever yet remains. He departs to the land of youth, through the gates of death, to dwell enthroned, the judge of gods and man. The horned leader of the hosts of air. Yet, even as stand unseen about the circle the forms of the Mighty Lords of the Outer Spaces,. So dwelleth he, 'the lord within ourselves'. So dwelleth he within the secret seed, the seed of new reaped grain, the seed of flesh, hidden in the earth, the marvellous seed of the stars.

'In him is life, and life is the light of men [John 1:4],' that which was never born and never dies. Therefore the Wicca weep not, but rejoice."

The High Priestess goes to the Magus with a kiss. He lays aside Athame and scourge, and kisses her. The High Priestess hands him her wand, which should be Phallic, or a branch tipped with a pinecone, Or a riding pole, or a broomstick (anciently the thyrsus). They lead the dance, she with a systrum or rattle, he with wand, the people falling in behind them, dancing three times round the altar. Then the candle game is played.

Cakes and wine.

Great Rite if possible.

Dances and games.

Winter Solstice

Form circle in usual manner, **invoking the Mighty Ones.**

The Cauldron of Cerridwen is placed in the circle at the south wreathed with holly, ivy, and mistletoe, with fire lighted within it. There should be no other light except for the candles on the altar and about the circle.

After all are purified, the **Moon should be drawn down.**

Then the High **Priestess stands behind the Cauldron in pentacle position, symbolizing the rebirth of the sun.** The people, **man and woman alternately, stand round the circle.** The Magus stands facing the High Priestess with a **bundle of torches, or candles, and the book of words of the incantation.** One of the officers stands beside him with a lighted candle, so that he may have light to read by.

The people begin to **slowly move round the circle sunwise.** As each passes him the Magus lights his candle or torch from the fire in the Cauldron, which may be simply a candle, till all have lighted candles or torches. Then **the people dance round slowly as he reads the incantation.** (A real fire must now be kindled in the Cauldron.)

Queen of the Moon, Queen of the Sun. Queen of the Heavens, Queen of the Stars.

Queen of the Waters, Queen of the Earth. Who ordained to us **the child of promise:**

It is **the Great Mother who gives birth to him,** He is the Lord of Life who is born again, Darkness and tears are set behind, And the star of guidance comes up early.

Golden sun of hill and mountain illumine the land, illumine the world, illumine the seas, illumine the rivers, Grief be laid, and joy be raised.

Blessed be the **Great Mother, Without beginning, without ending,** To everlasting, to eternity, I O. Evohe, Blessed be."

The dance commences slowly, in rhythm with the chant, all taking up the call "I. O. Blessed be." The **Priestess joins dance and leads them with a quicker rhythm.** The **cauldron with burning fire is pushed so that the dancers leap or step over it, in couples.** Whichever couple is passing it as it goes out, should be well-purified, three times each, and may pay any amusing forfeit as the High Priestess may ordain. Sometimes the cauldron is relighted several times for this purpose.

[Next: The Eightfold Path or Ways](#)

The Eightfold Path or Ways.

(1957)

1. **Meditation or concentration**, actually by the firm knowledge that you can and will succeed -- **forming a clear picture in your mind** or your requirements.
2. **Trance states, Clairvoyance, Projection of the Astral etc.**
3. **Drugs, Wine, Incense.**
4. **Dance, Performing Rites with a purpose.**
5. **Chants, Spells etc.**
6. **Blood control (Cords etc), Breath control.**
7. **Scourge**
8. **The Great Rite**

N.B.

The great thing is to combine as many of these paths into the one operation. No 1 must be in all -- for if you have no clear picture of what you wish and no certainty you will not succeed -- 'tis useless. No

2 can be combined with this easily. Nos 3, 4, and 5 are all good preliminaries- also 6 and 7; but No 3 is dangerous and therefore if possible should be avoided, except for incense, which is harmless if too much is not used.

The best combination is Nos. 1, 4, 5 and 7, for small purposes, with **no 8 if great force is necessary**. Also a combination of 1, 6 and 7 is good if more can not be done; this if properly performed leads to No. 2.

The First-Degree Initiation

(1957)

Draw Circle with Magic Sword or Athame.

Sprinkle with Exorcised Water.

Go round Circle with Magic Sword or Athame, Saying, "I conjure thee, O Circle of Power, that thou beest **as a Boundary and a Protection to contain the magic power which I will raise within thy bounds**. So do I bless thee, in the names of Aradia and Cernunnos."

Go round, saying at East, South, West, and North, **"I summon, stir, and call thee up, ye Mighty Ones of the East (South, West, North), to witness the rites and to guard the circle."**

Magus draws down Moon on High Priestess.

Read Charge, then say, "O thou who standest on the threshold between the pleasant world of men and the dread **domains of the lords of the outer spaces**, hast thou the courage to make the assay?" (Place point of the Magic Sword or Athame to Postulant's heart.) "For I say verily it were better to rush on my blade and perish than to make the attempt with fear in thy heart."

Postulant: "I have two perfect words: perfect love, and perfect trust."

Say, "All who have are doubly welcome."

Entering position: "I give you a third to pass you through this dread door." Gives it [kiss].

Lead Postulant sunwise to south of altar, and say, "O thou who hast declared intent to become one of us, hear then that which thou must know to do. **Single is the race of men and of Gods**; from a single source we both draw breath, but a difference of power in everything keeps us apart, for we are as nothing, but the Gods stay forever. **Yet we can, in greatness of minds, be like the Gods**, though we know not to what goal by day or in the night Fate has written that we shall run. Beyond all seas and Earth's last boundaries, beyond the Spring of night and the Heavens' vast expanse, there lies a majesty which is the domain of the Gods. Thou who would pass through the Gates of Night and Day to that sweet place, which is between the worlds of men and the domains of the **Lords of the outer spaces**, know that unless there is truth in thy heart, thy every effort is doomed to failure. **HEAR THEN THE LAW**: that **thou**

lovest all things in nature; that thou shalt suffer no person to be harmed by thy hands or in thy mind; that thou walkest humbly in the ways of men and the ways of the Gods. Also it is the law that contentment thou shalt learn, through suffering, and from long years and from nobility of mind and of purpose, FOR THE WISE NEVER GROW OLD. Their minds are nourished by living in the daylight of the Gods, and if among the vulgar some discoveries should arise concerning some maxims of thy belief in the Gods, so do thou, for the most part, keep silent. For there is a great risk that thou mayest straightway vomit up that which thou hast not digested, and when someone shall say to thee, "Thou knowest naught," and it bites thee not, then knowest thou that thou hast begun the work. And as sheep do not bring their food to the shepherd to show how much they have eaten, but digesting inwardly their provender, bear outwardly wool and milk, even so, do not thou display the maxims to the vulgar, but rather the works that flow when they are digested. Now there is the ordeal." [This speech was added after about 1960.]

Tie cord around Postulant's right ankle, leaving ends free; say, "Feet neither bound nor free."

Leading postulant, proclaim at four quarters, "Take heed, ye Lords of the Watchtowers of the East (South, West, North), that (name) is properly prepared to be made a priestess and a witch."

Three times round the Circle with Dance step and chant.

Place Postulant in East; say, "Kneel."

Postulant kneels.

Strike eleven knells on bell; say, "Rise. In other religions the postulant kneels while the priest towers above him, but in the Art Magical we are taught to be humble, and so we kneel to welcome them, and we say:

"Blessed be the feet that have brought you in these ways [kiss];

"Blessed be the knees that shall kneel at the sacred altar [kiss];

"Blessed be thy womb (or organ of generation), without which we would not be [kiss];

"Blessed be thy breasts, erected in beauty and in strength [kiss];

"Blessed be thy lips, which shall utter the sacred names [kiss].

"Before ye are sworn, art willing to pass the ordeal and be purified?"

Postulant "I am."

Take measure: height (tie knot); around head (tie knot); around heart

(tie knot); around hips (tie knot). Prick postulant's thumb; catch blood on measure. Place measure on altar. Have postulant kneel, tie postulant's feet together, and secure cable tow to altar. Three strokes on bell. Say, "Art ready to swear that thou wilt always be true to the Art?"

Postulant "I am."

Strike seven times on bell and say, "Thou must first be purified." Scourge 3, 7, 9, 21.

Say, "Ye have bravely passed the test. Art always ready to help, protect, and defend thy brothers and sisters of the Art?"

Postulant "I am."

"Then say after me: I, (name), in the presence of the mighty ones of the outer spaces, do of my own free will most solemnly swear that I will ever keep secret and never reveal the secrets of the Art, except it be to a proper person, properly prepared, within such a circle as I am in now, and that I will never deny the Secrets to such a person if they be vouched for by a brother or Sister of the Art. All this I swear by my hopes of a future life, and may my weapons turn against me if I break this my solemn oath."

Loosen cords from ankles and from altar, and remove blindfold; assist to rise.

"I hereby sign thee with the triple sign [the point-down triangle formed by touching the genitals, the right breast, the left breast, and the genitals again.] I consecrate thee with oil. I consecrate thee with wine. I consecrate thee with my lips, Priest (Priestess) and Witch."

Remove Cords [kiss].

"I now present to you the working tools. First the magic sword. With this, as with the athame, thou canst form all magic circles, dominate, subdue, and punish all rebellious spirits and demons, and even persuade angels and good spirits. With this in your hand, you are ruler of the circle." [kiss]

"Next I present to you the athame. This is the true witches' weapon, and has all the powers of the magic sword." [kiss]

"Next I present the white-handled knife. Its use is to form all instruments used in the Art. It can only be used in a magic circle." [kiss]

"Next I present the wand. Its use is to call up and control certain angels and genie to whom it would not be meet to use the sword or athame." [kiss]

"Next I present the pentacle. This is for the purpose of calling up the appropriate spirits." [kiss]

"Next I present the censer of incense. This is used to encourage and welcome good spirits, and to banish evil spirits." [kiss]

"Next I present the scourge. This is a sign of power and domination. It is also used to cause purification and enlightenment, for it is written, 'To learn you must suffer and be purified.' [kiss]

Art willing to suffer to learn?"

Postulant: "I am."

"Next and lastly I present the cords. They are of use to bind the sigils of the art, also the material basis. Also they are necessary in the oath." [kiss]

"I now salute you in the names of Aradia and Cernunnos, Newly made Priestess and Witch."

Lead round and proclaim to four quarters, "Hear, ye Mighty Ones, (name) has been consecrated a priestess of the Goddess."

Now present new Witch to coven members. All should kiss and hug new Witch as welcome into membership.

To close circle proclaim to four quarters, "Ye Mighty Ones of the East (South, West, North), I thank you for attending and, ere ye depart for your lovely realms, I say hail and farewell."

[Next: The Second-Degree Initiation](#)

The Second-Degree Initiation

(1957)

Form Circle in usual manner, invoking the Mighty Ones at the Four Quarters. The Initiate should be properly prepared and bound with the Cords.

All are purified, including Initiate.

Circle once, proclaiming at the Four Quarters: "Hear Ye Mighty Ones, . . . (N), a duly consecrated Priestess and Witch is now properly prepared to be made a High Priest and Magus (High Priestess and Witch Queen)."

Circle three times, with dance step and chant.

Initiate then kneels before the Altar and is secured with the Cords.

Priestess or Magus: "To attain to this sublime Degree it is necessary to suffer and be purified. Art willing to suffer to learn?"

Initiate: "I am."

Priestess or Magus: "I purify thee to take this great oath rightly".

Strike three strokes upon the bell. Scourge 3, 7, 9, 21. "I now give thee a new name: . . ." [kiss]

"Repeat thy new name after me, saying, 'I, . . ., swear, upon my mother's womb and by mine honour among men and my brothers and sisters of the Art, that I will never reveal to any at all any of the secrets of the Art, except it be to a worthy person, properly prepared, in the center of a Magic Circle such as I am now in. This I swear by my hopes of salvation, my past lives and my hopes of future ones to come and I devote myself and my measure to utter destruction if I break this my solemn Oath.'"

Kneel.

Place Left Hand under Initiate's Knee and Right Hand on Head, thus forming Magic Link, saying: "I will all my power into thee."

WILL.

Loose, assist to rise.

Consecrate: "I consecrate thee with oil [on genitals, right breast, left hip, right hip, left breast, genitals], I consecrate thee with wine, I consecrate thee with my lips, High Priest and Magus (High Priestess and Witch Queen)." Loose remaining cords. [kiss]

"You will now use the working tools in turn, "First the Magic Sword (Form Circle) [kiss]

"Second the Athame. (Form Circle) [kiss]

"Third the White-Handled Knife (use) [kiss] "Fourth the Wand. (Wave to 4 Quarters) [kiss]

"Fifth the Pentacle. (Show to 4 Quarters) [kiss]

"Sixth the Censer. (Circle, cense) [kiss]

"Seventh the Cords. (Use) [kiss]

"Eighth the scourge: for learn, in witchcraft you must ever give as you receive, but ever triple. So where I gave thee 3, return 9; where I gave 7, return 21; where I gave 9, return 27; where I gave 21, return 63." (Use, 9, 21, 27, 63; i.e., 120 in all [kiss])

"Thou hast obeyed the law. But mark well, when thou receivest good, so equally art bound to return good threefold."

The Priestess or Magus is then loosed from the cords and says: "Having learned thus far, you must know why the Wicca are called the Hidden Children of the Goddess".

Then the Legend of the Goddess is either read or acted out. If it is possible to act it out, the new Initiate may take one of the parts. One of the Coven should act as Narrator, and another as Guardian of the Portal. The Priestess, or another woman, may act the part of the Goddess, and the Magus, or another man, may act the part of the God. The Priestess -- or whoever is taking the part of the Goddess -- takes off her necklace and lays it on the Altar. Then she goes outside the circle and is dressed in a veil and jewellery. The Magus -- or whoever is taking the part of the God -- is invested with a horned crown and girds on a sword, which he draws and stands in the God position with sword and scourge, by the altar.

Narrator: "In ancient times our Lord, the Horned One, was, as he still is, the Consoler, the Comforter; but men knew him as the Dread Lord of Shadows -- lonely, stern, and hard. Now our Lady the Goddess had never loved, but she would solve all mysteries, even the mystery of Death -- and so she journeyed to the

Nether Lands. The Guardians of the Portals challenged her:"

(The Priestess -- or whoever is taking the part of the Goddess -- advances to the side of the Circle. Whoever is taking the part of the Guardian of the Portal challenges her with the Sword or Athame.)

Narrator: "Strip off thy garments, lay aside thy jewels, for naught may ye bring with ye into this our land'. So she laid down her garments and her jewels and was bound, as are all who enter the realms of Death the Mighty One".

(The Priestess takes off the veil and the jewellery and lays them down outside the Circle. The Guardian of the Portal binds her with the Cords and brings her inside the Circle.)

Narrator: "Such was her beauty that Death himself knelt and laid his sword and crown at her feet and kissed her feet."

(The Magus -- or whoever is playing the part of the God -- comes forward and lays the Horned Crown and the Sword at the Priestess's feet and kisses her feet)

Narrator: "Saying, 'Blessed be thy feet that have brought thee in these ways. Abide with me, but let me place my cold hand on thy heart'. And she replied, 'I love thee not. Why dost thou cause all things that I love and take delight in to fade and die?' 'Lady,' replied Death, 'Tis Age and Fate, against which I am helpless. Age causes all things to wither; but when men die at the end of time, I give them rest and peace and strength, so that they may return. But you, you are lovely. Return not; abide with me.' But she answered, 'I love thee not.' Then said Death, 'An you receive not my hand on your heart, you must receive Death's scourge.'"

(The Magus rises and takes up the Scourge from the Altar.)

Narrator: "'It is fate, better so,' she said, and she knelt."

(The Priestess kneels before the altar, and the Magus uses the scourge 3, 7, 9, 21.)

Narrator: "And Death scourged her tenderly, and she cried, 'I feel the pangs of love'. And Death raised her, and said, 'Blessed be,' and he gave her the Fivefold Kiss, saying, 'Thus only may you attain to joy and knowledge'."

(The Magus raises the Priestess, gives her the Fivefold Kiss and unties the cords)

Narrator: "And he taught her all the Mysteries and gave her the necklace, which is the Circle of Rebirth."

(The Magus takes the Priestess's necklace from the Altar and replaces it about her neck. The Priestess

takes up the Sword and the Horned Crown from the floor, where the Magus placed them, and gives them back to him. Then he stands as before by the Altar, in the position of the God, and she stands by his side in the pentacle position, as Goddess)

Narrator: "And she taught him the mystery of the sacred cup, which is the cauldron of rebirth. They loved and were one; and he taught her all the Magics. For there be three great mysteries in the life of man -- love, death, and resurrection in a new body -- and magic controls them all. To fulfill love you must return at the same time and place as the loved one, and you must meet and know and remember and love them again. But to be reborn you must die and be ready for a new body; to die you must be born; without love you may not be born -- and these be all the magics. And our Goddess ever inclineth to love and mirth and happiness, and guardeth and cheriseth Her hidden children in life; and in death she teacheth the way to have communion, and even in this world She teacheth them the Mystery of the Magic Circle, which is placed between the worlds."

The Priestess or Magus then replaces the Sword, Crown, Scourge, etc., upon the Altar, and taking the new Initiate by the hand and holding the Athame in the other, passes once round the Circle, proclaiming at the Four Quarters, "Hear, Ye Mighty Ones, . . . hath been duly consecrated High Priest and Magus (or High Priestess and Witch Queen)."

[Next: The Third-Degree Initiation](#)

The Third-Degree Initiation

(1957)

Magus gives Fivefold Kiss.

Magus: "Ere we proceed with this sublime degree, I must beg purification at thy hands."

High Priestess binds Magus and ties him down to the altar. She circumambulates three times, and scourges Magus with three, seven, nine, and 21 strokes. She then unbinds him and helps him to his feet.

Magus now binds the High Priestess and ties her down to the altar. He circumambulates, proclaiming to the four quarters, "Hear, ye mighty Ones, the twice consecrate and Holy (name), High Priestess and Witch Queen, is properly prepared and will now proceed to erect the Sacred Altar."

Magus scourges High Priestess with three, seven, nine, and 21 strokes.

Magus kisses her feet. "Ere I dare proceed with this sublime degree, I must again beg purification at thy hands."

She binds and scourges him.

Note: if High Priestess has not performed this rite before, he says, "Here I reveal to you a great mystery." [Kneel and place couch in position so as to face north.]

Assist me to build As the Mighty One willed, An Altar of praise, From beginning of days, Thus doth it lie, Twixt the points of the sky, For thus it was placed When the Goddess embraced The Horned One, Her Lord, Who taught her the word,

[Priestess lies down in such a way that her vagina is approximately at the center of the circle]

Which quickened the womb, And conquered the Tomb. Be thus as of yore, The Shrine we adore, [kiss] The feast without fail, The life-giving Grail, [kiss] Before it uprear The Miraculous Spear, And invoke in this sign The Goddess divine. [kiss]

Invoke: "Thou who at moon of night doth reign, Queen of the starry realm above, 'Not unto Thee may we attain Unless Thine Image be of Love.' [kiss]

By moon-rays silver shaft of power, By green leaf breaking from the bud, By seed that springeth into flower, By life that courseth in the blood. [kiss]

By rushing wind and leaping flame, By flowing water and green earth, Pour us the wine of our desire From out Thy Cauldron of Rebirth. [kiss]

Here may we see in vision clear The Secret Strange unveiled at length, The wondrous Twin-Pillars rear Erect in Beauty and in Strength. [kiss breasts]

Altar of Mysteries manifold, The Sacred Circle's central point, Thus do I sign thee as of old, With kisses of my lips anoint.

(Eightfold Kiss: 3 points, Lips, 2 Breasts and back to lips, & 5 points [3](#), with oil, wine, & kisses)

Open for me the Secret Way, The pathway of intelligence, Between the Gates of Night and Day, Beyond the bounds of time and sense.

Behold the Mystery aright, The Five True Points of Fellowship, Here where the Lance and Grail unite, And feet and knees and breast and lips."

Magus and High Priestess: "Encourage our hearts, Let thy Light crystallize itself in our blood, fulfilling us of Resurrection, for there is no part of us that is not of the Gods."

(Exchange Names.)

Footnotes

[???3](#) These are shown by a drawing to be: genitals, left foot, right knee, left knee, right foot, and back to genitals.

[Next: The Witches' Chant or Rune](#)

The Witches' Chant or Rune

(1957)

Darksome night and Shining Moon, East, then South, then West, then North, Harken to the Witches
Rune: Here come I to call thee forth.

Earth and Water, Air and Fire, Wand and Pentacle and Sword, Work ye unto my desire, Harken ye unto
my word.

Cords and Censer, Scourge and knife, Powers of the Witches Blade, Waken all ye into life, Come ye as
the Charm is made:

Queen of Heaven, Queen of Hell, Horned Hunter of the Night, Lend your power unto the Spell, Work my
will by Magic Rite.

If chant is used to reinforce a work already begun, end with this:

By all the power of land and sea, by all the might of moon and sun,

What is my will- "So mote it be," What I do say- "It shall be done."

[Next: Consecrating Tools](#)

Consecrating Tools

(1957)

(Note: if possible lay any new weapon touching an already consecrated one, Sword to sword, Athame to Athame, etc.)

[1] Prepare Circle and purify. All tools must be consecrated by a man and a woman, both as naked as drawn swords; they must be purified, clean, and properly prepared.

[2] Place tool on pentacle on altar. Magus sprinkles it with salt and water. Witch passes it through smoke of incense, replaces it on pentacle. Touching with already consecrated weapon, they say the First Conjunction.

[2a] For sword or athame, say "I conjure thee, O Sword (or Athame) of Steel, that thou servest me for a strength and a defence in all magical operations, against all mine enemies, visible and invisible, in the names of Aradia and Cernunnos. I conjure thee anew by the Holy Names Aradia and Cernunnos, that thou servest me for a protection in all adversities, so aid me."

[2b] For any other tool, say, "Aradia and Cernunnos, deign to bless and to consecrate this [tool], that it may obtain necessary virtue through thee for all acts of love and Beauty."

[3] Again they sprinkle and cense, and say the Second Conjunction:

[3a] For sword or athame, say, "I conjure thee, O Sword [Athame] of Steel, by the Great Gods and the Gentle Goddesses, by the virtue of the Heavens, of the Stars, of the Spirits who preside over them, that thou mayest receive such virtues that I may obtain the end that I desire in all things wherein I shall use thee, by the power of Aradia and Cernunnos."

[3b] For any other tool, say, "Aradia and Cernunnos, bless this instrument prepared in thine honour." (For the scourge or cords, add, "That it may only serve for a good use and end, and to thy Glory.")

[4] All instruments when consecrated should be presented to their User by giving the [point-down triangle] sign salute (if they are working in the 1st degree, or the sign of the higher degree if they are working that.)

[5] Then the one who is not the owner should give the Fivefold Kiss to the owner. For the final kiss, the

tool should be placed between the breasts, and the two workers should embrace for as long as they feel like, it being held in place by their bodies. The new owner should use it immediately, i.e., cast (trace) Circle with Sword or Athame, wave wand to 4 quarters, cut something with white-handled knife, etc. Cords and scourge should be used at once.

The tool should be kept in as close connection as possible to the naked body for at least a month, i.e., kept under pillow, etc. When not in use, all tools and weapons should be put away in a secret place; and it is good that this should be near your sleeping place, and that you handle them each night before retiring. Do not allow anyone to touch or handle any of your tools until they are thoroughly impregnated with your aura; say, six months or as near as possible. But a couple working together may own the same tools, which will be impregnated with the aura of both.

[Next: The Old Laws](#)

The Old Laws

(1961)

[A] The Law was made and Ardane of old. The law was made for the Wicca, to advise and help in their troubles. The Wicca should give due worship to the Gods and obey their will, which they Ardane, for it was made for the good of the Wicca, As the [5] Wicca's worship is good for the Gods, For the Gods love the Wicca. As a man loveth a woman, by mastering her, so the Wicca should love the Gods, by being mastered by them. And it is necessary that the Circle, which is the Temple of the Gods, should be truly cast and purified, that it [10] may be a fit place for the Gods to enter. And the Wicca should be properly prepared and purified, to enter into the presence of the Gods. With love and worship in their hearts they shall raise power from their bodies to give power to the Gods, as has been taught us of old, [15] For in this way only may man have communion with the Gods, for the Gods cannot help man without the help of men.

[B] And the High Priestess shall rule her Coven as representative of the Goddess, and the High Priest shall support her as the representative of the God, And the High Priestess shall choose whom she [20] will, if he have sufficient rank, to be her High Priest), For the God himself, kissed her feet in the fivefold salute, laying his power at the feet of the Goddess, because of her youth and beauty, her sweetness and kindness, her wisdom and Justice, her humility and generosity. So he resigned his lordship to her. But the Priestess should [25] ever mind that all power comes from him. It is only lent when it is used wisely and justly. And the greatest virtue of a High Priestess is that she recognizes that youth is necessary to the representative of the Goddess, so that she will retire gracefully in favour of a younger woman, Should the Coven so decide in Council, For the true [30] High Priestess realizes that gracefully surrendering pride of place is one of the greatest of virtues, and t hat thereby she will return to that pride of place in another life, with greater power and beauty.

[C] In the days when Witchdom extended far, we were free and worshipped in All their Greatest Temples, but in these unhappy times [35] we must hold our sacred mysteries in secret. So it be Ardane, that none but the Wicca may see our mysteries, for our enemies are many, And torture looseth the tongues of many. It be Ardane that each Coven shall not know where the next Coven bide, or who its members are, save the Priest and Priestess, [40] That there shall be no communication between them, save by the Messenger of the Gods, or the Summoner. Only if it be safe, may the Covens meet, in some safe place, for the great festivals. And while there, none shall say whence they come, or give their true names, to the end that, if any are tortured, in their agony, they can [45] not tell if they know not. So it be Ardane that no one may tell any not of the Craft who be of the Wicca, nor give any names, or where they bide, or in any way tell anything which can betray any to our foes, nor may they tell where the Covenstead be, or where is the Covendom, [50] or where be the meeting s or that there have been

meetings. And if any break these laws, even under torture, The Curse of the Goddess shall be upon them, so they never reborn on earth, And may they remain where they belong, in the Hell of the Christians.

[D] Let each High Priestess govern her Coven with Justice and [55] love, with the help of the advice of the elders, always heeding the advice of the Messenger of the Gods, if he cometh. She will heed all complaints of brothers, and strive to settle all differences among them, but it must be recognized that there be people who will ever strive to force others to do as they will. [60] They are not necessarily evil, and they often do have good ideas, and such ideas should be talked over in council. And if they will not agree with their brothers, or if they say, "I will not work under this High Priestess," it hath always been the old law to be convenient for the brethren, and to void disputes, any of the Third [65] may claim to found a new Coven because they live over a league from the Covenstead, or are about to do so. Anyone living within the Covendom wishing to form a new Coven, to avoid strife, shall tell the Elders of his intention and on the instant void his dwelling and remove to the new Covendom. Members of the old Coven may join the New one when it be formed, but if they do, must utterly void the old Coven. The Elders of the New and the Old Covens should meet in peace and brotherly love, to decide the new boundaries. Those of the Craft who dwell outside both Covendoms may join either indifferent, but not both, though all may, if the Elders [75] agree, meet for the Great Festivals, if it be truly in peace and brotherly love. But splitting the coven oft means strife, so for this reason these laws were made of old, And may the curse of the Goddess be on any who disregard them. So be it ardane.

[E] If you would Keep a book let it be in your own hand of write. [80] Let brothers and sisters copy what they will, but never let the book out of your hands, and never keep the writings of another, for if it be found in their hand of write, they well may be taken and enjoined. Each should guard his own writings and destroy it whenever danger threatens. Learn as much as you may by heart, and when danger is [85] past, rewrite your book an it be safe. For this reason, if any die, destroy their book if they have not been able to, for an it be found, 'tis clear proof against them, And our oppressors well know, "Ye may not be a witch alone" So all their kin and friends be in danger of torture. So ever destroy anything not necessary. [90] If your book be found on you. 'tis clear proof against you alone. You may be enjoined. Keep all thoughts of the Craft from your mind. Say you had bad dreams; a devil caused you to write it without your knowledge. Think to yourself, "I know nothing. I remember nothing. I have forgotten everything." Drive this [95] into your mind. If the torture be too great to bear, say, "I will confess. I cannot bear this torture. What do you want me to say? Tell me and I will say it." If they try to make you speak of the brotherhood, Do NOT, but if they try to make you speak of [100] impossibilities, such as flying through the air, consorting with the Christian Devil, or sacrificing children, or eating men's flesh, to obtain relief from torture, say, "I had an evil dream. I was not myself. I was crazed." Not all Magistrates are bad. If there [105] be an excuse they may show mercy. If you have confessed aught, deny it afterwards; say you babbled under torture, you knew not what you did or said. If you are condemned, fear not. The Brotherhood is powerful. They may help you to escape, if you stand steadfast, but if you betray aught, there is no hope for you, in this [110] life, or in that which is to come. Be sure, if steadfast you go to the pyre, Dwale will reach you. You will feel naught. You go but to o Death and what lies beyond, the ecstasy of the Goddess.

[F] 'Tis probable that before you are enjoined, Dwale will reach you. [115] Always remember that

Christians fear much that any die under torture. At the first sign of swoon, they cause it to be stopped, and blame the tormenters. For that reason, the tormenters themselves are apt to feign to torment, but do not, so it is best not to die at first. If Dwale reaches you, 'tis a sign that you have a friend somewhere. [120] You may be helped to escape, so despair not. If the worst comes, and you go to the pyre, wait till the flames and smoke spring up, bend your head over, and breath in with long breaths. You choke and die swiftly, and wake in the arms of the Goddess.

[G] To void discovery, let the working tools [125] be as ordinary things that any may have in their houses. Let the Pentacles be of wax, so they may be broken at once. Have no sword unless your rank allows you one. Have no names or signs on anything. Write the names and signs on them in ink before consecrating them and wash it off immediately after. Do not Bigrave them, [130] lest they cause discovery. Let the colour of the hilts tell which is which.

[H] Ever remember, ye are the Hidden Children of the Gods. So never do anything to disgrace them. Never boast, Never threaten, Never say you would wish ill to anyone. If you or any not in the Circle speak of the Craft, [135] say, "Speak not to me of such. It frightens me. 'Tis evil luck to speak of it." For this reason: the Christians have spies everywhere. These speak as if they were well affected, as if they would come to Meetings, saying, "My mother used to go to worship the Old Ones. I would that I could go myself." 4 To these ever deny all knowledge. [140] But to others ever say, "'Tis foolish men talk of witches flying through the air; to do so they must be light as thistledown," and "Men say that witches all be bleared-eyed old crones, so what pleasure can there be in witch meetings such as folk talk on?" Say, "Many wise men now say there be no such creatures." Ever [145] make it a jest, and in some future time, perhaps the persecution will die, and we may worship safely again. Let us all pray for that happy day.

[I] May the blessings of the Goddess and the God be on all who keep these laws which are Ardane.

[J] If the Craft hath any Appanage, let all brothers guard it, and help to keep it clear and good for the Craft, and let all justly guard all monies of the Craft. But if some brothers truly wrought it, 'tis right that they have their pay, an it be just, an this be not taking [5] money for the use of the Art, but for good and honest work. And even the Christians say, "A labourer is worthy of his hire." But if any brothers willingly for the good of the craft without pay, 'tis but to their greater honour. So it be Ardane.

[K] If there be any disputes or quarrels among the brethren, the [10] High Priestess shall straight convene the Elders and enquire into the matter, and they shall hear both sides, first alone, then together, and they shall decide justly, not favouring the one side or the other, ever recognizing that there be people who can never agree to work under others, but at the same time there be some people who [15] cannot rule justly. To those who ever must be chief, there is one answer, "Void the Coven and seek an other, or make a Coven of your own, taking with you those who will to go." To those who cannot rule justly, the answer be, "Those who cannot bear your rule will leave you," for none may come to meetings with those with whom they are at [20] variance; so, an either cannot agree, get hence, for the Craft must ever survive. So it be Ardane.

[L] In the olden days when we had power, we could use our Arts against any who ill-treated any of the Brotherhood, but in these evil times, we may not do so, for our enemies have devised a burning [25] pit of everlasting fire, into which they say their God casteth all the people who worship him, except it be the very few who are released by their priests' spells and Masses, and this be chiefly by giving money and rich gifts to receive his favour, for their Alther Greatest God [Greatest God of all] is ever in need of Money. [30] But as our Gods need our aid to make fertility for men and crops, So the God of the Christians is ever in need of man's help to search out and destroy us. Their priests tell them that any who get our help or our cures are damned to the Hell forever, so men be mad for the terror of it. But they make men [35] believe that they may scape this hell if they give victims to the tormenters. So for this reason all be forever spying, thinking, "An I can but catch one of the Wicca I will scape this fiery pit." But we have our hidels, and men searching long and not finding say, "there be none, or if they be, they be in a far country." [40] But when one of our oppressors die, or even be sick, ever is the cry, "This be Witches Malice," and the hunt is up again. And though they slay ten of their people to one of ours, still they care not; they have many thousands, while we are few indeed. So it is Ardane that none shall use the Art in any way to do ill [45] to any, howevermuch they have injured us. And for long we have obeyed this law, "Harm none" and nowtimes many believe we exist not. So it be Ardane that this law shall still continue to help us in our plight. No one, however great an injury or injustice they receive, may use the Art in any to do ill or harm any. [50] But they may, after great consultations with all, use the Art to prevent or restrain Christians from harming us and others, but only to let or constrain them and never to punish, to this end. Men say, "Such an one is a mighty searcher out and persecutor of Old Women whom he deemeth to be Witches, [55] and none hath done him Skith [harm], so this be proof they cannot, or more truly, that there be none," For all know full well that so many folk have died because someone had a grudge against them, or were persecuted because they had money or goods to seize, or because they had none to bribe the searchers. And many have died [60] because they were scolding old women, so much so that men now say that only old women are witches, and this be to our advantage, and turns suspicion away from us. In England 'tis now many a year since a witch hath died the death, but any misuse of the power might raise the Persecution again; so never break this law, [65] however much you are tempted, and never consent to its being broken. If you know it is being broken in the least, you must work strongly against it, and any High Priestess or High Priest who consents to it must be immediately deposed, for 'tis the blood of the Brethren they endanger. Do good, an it be safe, and only if [70] it be safe, for any talk may endanger us.

[M] And strictly keep to the Old Law, never accept money for the use of the art. It is Christian priests and sorcerers who accept money for the use of their Arts, and they sell Dwale and evil love spells and pardons to let men scape from their sins. [75] Be not as these. Be not as these. If you accept not money, you will be free of temptation to use the Art for evil causes.

[N] You may use the Art for your own advantage, or for the advantage of the Craft, only if you be sure you harm none. But ever let the Coven debate the matter at length. Only if all are satisfied that none may be harmed [80] may the Art be used. If it is not possible to achieve your ends one way without harming any, perchance the aim may be achieved by acting in a different way, so as to harm none. May the Curse of the Goddess be on any who breach this law. So it be Aredane.

[O] 'Tis adjudged lawful an anyone need a house or land, an none will [85] sell, to incline the owner's mind to be willing to sell, provided it harmeth him not in any way, and that the full worth is paid, without haggling. Never bargain or cheapen anything which you buy by the Art. So it be Ardane.

[P] It is the Old Law and the most important of all Laws [90] that no one may do or say anything which will endanger any of the Craft, or bring them in contact with the law of the land, or the Law of the Church or any of our persecutors. In any disputes between the brethren, no one may invoke any laws but those of the Craft, or any Tribunal but that of the Priestess and the Priest and the [95] Elders. And may the Curse of the Goddess be on any who so do. So it be Ardane.

[Q] It is not forbidden to say as Christians do, "There be Witchcraft in the Land," because our oppressors of old made it Heresy not to believe in Witchcraft, and so a crime to deny it, which thereby put [100] you under suspicion. But ever say "I know not of it here, perchance they may be, but afar off. I know not where." But ever speak so you cause others to doubt they be as they are. Always speak of them as old crones, consorting with the Devil and riding through the air. But ever say, "But how may men ride through the air an they be not [105] as light as thistledown?" But the curse of the Goddess be on any who cast any suspicion on any of the Brotherhood, or speaks of any real meeting place, or where any bide. So it be Ardane. [R] Let the Craft keep books with the names of all Herbs which are good for man, and all cures, that all may learn. But keep [110] another book with all the Banes [poisons] and Apies. and let only the elders and trustworthy people have this knowledge. So it be Ardane. [S] And may the Blessings of the Gods be on all who keep these Laws and the Curses of both God and Goddess be on all who break them So it be Ardane. [The following two sections were added after 1960.] [T] Remember the Art is the secret of the Gods and may only be used in earnest and never for show or vainglory. Magicians and Christians may taunt us, saying, "You have no power. Do magic before our eyes. Then only will we believe," seeking to cause us to betray our Art before them. Heed them not, for the Art is holy, and may only be used in need. And the curse of the Gods be on any who break this law. [U] It ever be the way with women, and with men also, that they ever seek new love, nor should we reprove them for this, but it may be found to disadvantage the Craft, as so many a time it has happened that a High Priest or High Priestess, impelled by love, hath departed with their love; that is, they have left the coven. Now, if a High Priestess wishes to resign, she may do so in full Coven, and this resignation is valid. But if they should run off without resigning, who may know if they may not return w within a few months? So the law is, if a High Priestess leaves her coven, but returns within the space of a year and a day, then she shall be taken back, and all shall be as before. Meanwhile, if she has a deputy, that deputy shall act as High Priestess for as long as the High Priestess is away. If she returns not at the end of a year and a day, then shall the coven elect a new High Priestess. Unless there be a good reason to the contrary. The person who has done the work should reap the benefit of the reward, Maiden and deputy of the High Priestess.

Footnotes

???4 My Lady Epona points out that this is precisely what Charles Cardell had claimed; that is, this

paragraph is a response to Cardell, and so it was probably inserted into the Craft Laws after the run-in with the Cardells and Olive Green in 1959. This again is an indication that Gardner did not promulgate the Craft Laws as a document for the Book of Shadows until about 1960, when Mr. Q was initiated.

[Next: The Verse Charge](#)

The Verse Charge

(1961)

I the Mother, darksome and divine, Say to thee, Oh children mine (All ye assembled at mine Shrine),
Mine the scourge and mine the kiss The five-point star of love and bliss Here I charge ye in this sign.
(Assume Goddess position.)

All ye assembled here tonight Bow before my spirit bright Aphrodite, Arianrhod, Lover of the Horned
God, Mighty Queen of Witchery and night

Astarte, Hecate, Ashtaroth, Dione, (Morrigan, Etain, Nisene), Diana, Brigid, Melusine, Am I named of
old by men, Artemis and Cerridwen, Hell's dark mistress, Heaven's Queen.

(Whene'er trouble comes anoon) All who would learn of me a Rune Or would ask of me a boon, Meet ye
in some secret glade Dance my round in greenwood shade, by the light of the full moon.

(In a place wild and lone) With the comrades alone Dance about my altar stone. Work my holy
Magistry, Ye who are fain of sorcery, I bring ye secrets yet unknown.

(Whate'er troubles come to thee), No more shall ye know slavery Who give due worship unto me, Who
tread my round on Sabbat-night. Come ye all naked to the rite, In token ye be truly free.

I teach the mystery of rebirth, Keep ye my mysteries in mirth Heart joined to heart, and lip to lip, Five
are the points of fellowship That bring ye ecstasy on Earth.

I ask no offerings, do but bow, No other law but love I know, By naught but love I may be known, All
that liveth is mine own From me they come, to me they go.

Casting and Charging

(1961)

[1] Forming Circle. Light candles.

1. Draw Circle with Magic Sword or Athame.

2. Sprinkle with consecrated water.

3. Cense.

4. Say, "I conjure thee, O Circle of Power, that thou be a Boundary and a Protection and a meeting place between the world of men and the realms of the Mighty Ones, A Guardian and a Protection that shall preserve and contain the Power which we shall raise within thee, Wherefore do I Bless and Consecrate thee."

5. Say "I summon, Stir, and Call Thee up, Ye Mighty Ones of the (East, South, West, North) To witness the Rites and to guard the Circle."

[2] Closing Circle.

Say, "Mighty Ones of the (East, South, West, North), I thank you for attending, and ere you depart for your lovely realms, I say Hail and Farewell."

[3] Consecration of Water and Salt.

Touch water with Athame, saying, "I exorcise thee, O Creature of Water, that thou cast out from thee all the impurities and uncleannesses of the spirits of the World of Phantasm, In the names of Aradia and Cernunnos."

Touching Salt with Athame, say, "Blessings be upon this creature of Salt. Let all malignity and hindrance be cast forth hencefrom and let all good enter herein. Wherefore I bless thee that thou mayest aid me, In the names of Aradia and Cernunnos."

[4] Drawing Down the Moon.

"I invoke Thee and call upon Thee, Oh Mighty Mother of us All, Bringer of all Fruitfulness. By Seed and Root, by Stem and Bud, by Leaf and Flower and Fruit, by Life and Love, Do We invoke Thee to descend upon the body of Thy servant and Priestess (name)."

High Priest and other men give Fivefold Kiss. Women all bow.

[Next: Forming the Circle](#)

Forming the Circle.

(1961)

[1] **Must have a man and a woman, properly prepared, i.e., naked.**

[2] Mark a circle nine feet across on the floor with chalk, etc. The best way is to get a string. Tie 2 loops four foot, six inches apart. Put one loop over a nail or something in the center. Put chalk in the other and run it round. If you can't make marks on the floor, put furniture, etc., round to form it. Have a table, etc., as an Altar, with all tools, etc., on it. Have a bowl of water, and some salt.

[3] Place Athame on the bowl of water. Say, "I exorcise thee, O creature of Water, that thou cast out from Thee all the impurities and uncleannesses of the Spirits of the World of Phantasm in the name of Aradia and Cernunnos. But ever mind that Water purifies the body, but the scourge purifies the soul."

[4] Then place Athame on the salt. Say, "Blessings be upon this creature of Salt. Let all malignity and hindrance be cast forth hencefrom, and let all good enter herein. Wherefore I bless thee that thou mayest aid me, in the name of Aradia and Cernunnos.

[5] Then trace Circle on the lines you have marked out, starting at the East and returning to the East. (Always go round the circle with your Right hand to the Altar. Never go Widdershins.) Then put the Salt into the water. and go round the circle again, sprinkling it to purify it. Then go round again censuring it. (Everyone in the circle must be sprinkled and censured.)

[6] Then go to the East, Sword or Athame in hand. Draw an invoking pentacle in the Air, starting at the top and going to the lefthand corner, saying, "I summon, and call thee up, O Ye Mighty ones of the East, to guard the Circle and witness our rites." Then holding the point of sword or Athame upwards, do the same to the south, west, and north, and return to the center, to the south of the Altar.

[7] Then each girl should bind her man, hands behind back and cable Tow to neck. He should kneel at altar, and be scourged. When all men are thus "purified," they purify the girls in turn. No one may be in the circle without being thus purified.

[8] Then do whatever work wanted.

[9] When closing the Circle, the High Priestess, or whoever she tells to do it, saying, "Hail, ye mighty ones of the East. I thank you for attending, and ere ye depart for your lovely realms, We say, Hail and

The kingdom of heaven has come near !

Porn Deliverance

I say to the true people of God, now you must come out of her! Come out of pornography!
Come out of mystery babylon, the harlot!

Then I heard another voice from heaven say:

“**Come out of her, my people,**
so that you will not share in her sins,
so that you will not receive any of her plagues;
for **her sins are piled up to heaven,**
and **God has remembered her crimes.**” Revelation 18:4-5

Those who want to come out of pornography and never return to the filth, let us repent
and return to JESUS right away,

Say,

Dear Jesus, Mighty Father, Precious Holy Spirit. I am sinner. I have sinned against you and
against my own body, which is the temple of the Holy Spirit. I have defiled your temple
with sexual sin, pornography and wickedness. I have become the body of the harlot.
Please forgive me. Disconnect me from the mystery babylon spirit and all unclean spirits.
Disconnect me from filthy jezebel. Disconnect me from all ties to demonic spirits.
Disconnect me from spiritual ties to satan. Make me clean LORD JESUS, make me once
again into the temple of the HOLY SPIRIT. Help me not to be defiled again. Help me
JESUS not to return to sexual sin and porn. I repent of idolatry, lies, and all wicked acts.
Please forgive me. Today I am born again and I am receiving you JESUS, I am receiving
you FATHER, I am receiving you HOLY SPIRIT. Amen.

WARNING!

“**Flee from sexual immorality.** All other sins a person commits are outside the body, but
whoever sins sexually, sins against their own body. Do you not know that **your bodies are**
temples of the Holy Spirit, who is in you, whom you have received from God? You are
not your own; you were bought at a price. **Therefore honor God with your bodies.**” 1
Corinthians 6:18-20

If you REJECT THIS INSTRUCTION, THEN YOU HAVE REJECTED GOD, for it is
written,

“For God did not call us to be impure, but to live a holy life. Therefore, anyone who rejects this instruction does not reject a human being but God, the very God who gives you his Holy Spirit.” 1 Thessalonians 4:7-8

May the LORD JESUS write and keep the names of all who have repented here. Amen.

Shalom.

Muranda wa Mwari



UP ↑

